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PRINTERS' INK

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A JOURNAL FOR ADVERTISERS
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Vol. CXLVIII, No. 9

NEW YORK, AUGUST 29, 1932

10c. A COPY

Can an asbestos shingle *really* be beautiful?

For many years, that question has honestly puzzled home owners, architects and men in the building industries. Now through the persevering effort of our client, Eternit, Inc., it is a question no longer.

Eternit, Inc., makes asbestos shingles, and makes them well. The shingles are absolutely fire-proof; they just won't wear out; as a lifetime covering they are inexpensive. The sum of these makes an excellent line-up, you'll agree. But in this day, there must be beauty as well—*permanent* beauty. And right there Eternit took the jump. They devised a color treatment which makes permanent colors an integral part of the shingle instead of a mere surface coating. The result is shingles, the amazing richness and mellowness of which will endure indefinitely. Assured of their accomplishment, Eternit told us to make known the miraculous.

The campaign now running is illustrated with pictures of distinctive homes in exclusive residential districts. . . . Eternit roofed homes. It is on such homes, in increasing numbers, that the Eternit people are placing their very beautiful shingles.

N·W·AYER & SON

INCORPORATED

WASHINGTON SQUARE · PHILADELPHIA

NEW YORK BOSTON CHICAGO SAN FRANCISCO

"Dun's book Lists 2,100,000 businesses—only 26,000 have a rating over \$75,000. These 26,000 do 80% of the country's business."

—Extracted from "Bigger and Better Business," in March "Magazine of Business."

**THOMAS' REGISTER
PAID SUBSCRIBERS**

"Over \$10,000,000" class
More than 850

"Over \$1,000,000" class
More than 3000

"Over \$100,000" class
More than 8000

Some use one Edition for two or more years.

This is not merely distribution—each of them wanted it, ordered it and paid for it.

Send for A. B. C. report

THOMAS' REGISTER

**A National Guide
for all Purchasing
Activities**

Serves executives, Purchasing Departments, Engineering Departments, Laboratories, Foremen, Superintendents and all others having to do with buying or specifying, U. S. and abroad.

Aims at 100% completeness, regardless of advertising, and is not distributed free.



**A. B. C. MEMBER
PAID CIRCULATION**
The only one in its field.

**THE BUYERS MASTER KEY
TO ALL AMERICAN SOURCES OF SUPPLY**

4500 Pages 9x12—\$15.00

Complete—Lists all non-advertisers as well as advertisers.

THOMAS PUBLISHING COMPANY, 461 Eighth Ave., New York

**"Out of Thomas' ^{Often} Means Out of Sight
AT THE BUYING MOMENT**

PRINTERS' INK

Registered U. S. Patent Office

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Vol. CXLVIII

NEW YORK, AUGUST 29, 1929

No. 9

Multi-Products of Advertising

How Many Are You Receiving?

By Henry Lee Staples

President, Staples & Staples, Inc. (Advertising Agency)

IT is only by making numerous products from their raw materials that many industries can show a profit.

Years ago, for example, meat packers began the development of by-products at slaughter houses, and fertilizer, feed, gelatine, glands, violin strings and articles too numerous to mention were added to their line. Today, only by using all of the pig except the squeal are they able to avoid red ink.

Persevering chemists also studied the possibilities of cotton seeds. From them they extracted feed, flour, oil, lard and margarine. Snowdrift, Wesson Oil, Crisco and hosts of new names appeared in our lexicon and the cotton farmer had a new and much-needed source of revenue.

One chemist remarked that hydro-electric power was cheap because water costs nothing, but because of the value of its by-products, coal might eventually provide power that cost less than nothing.

Likewise, it is conceivable that advertising may at times cost less than nothing because the many

benefits it bestows are worth its cost, aside from the actual year to year stimulation of sales.

Between the man who works with millines and the one who works with test tubes there is this decided difference: Whereas the chemist separates or combines certain elements to make new materials, the advertiser is often not aware of some of his advertising's by-products until he stumbles across them—assets he did not realize that he possessed.

Certain it is that nationally known products enjoy advantages far beyond the ken of those who worked in the days when space was deemed useful only to sell goods. It is also evident that the "market - leverage" of large advertisers

will be even greater in the very near future.

So important are these by-products of printers' ink that they should be called "multi" rather than "by." Often they are the main objective of large expenditures. Yet, I have seen no general summary, no attempt to collect and classify the many derivatives of advertising.

Into two distinct classes fall these multi-products or benefits:

1. Those within the organization.
2. Those outside the organization.

The listing cannot be complete. It never will be. Most of the advantages will be thoroughly familiar to men who have bought or sold space. Inventorying them may be about as *interesting* as a visit from Aunt Agatha or a laundry ticket, but the inventory may prove useful.

For the purposes of ready checking and reference, these multi-products have been classified with abbreviated notes here and there in the tables.

The multi-products of the first group fall into six general classifications—advantages regarding:

1. Men
2. Money
3. Materials
4. Machinery
5. Transportation
6. Miscellaneous

Multi-Products within the Organization

1. MEN

ATTRACTS GOOD PERSONNEL

Executives.

Clerks.

Salesmen.

Workers.

Men with inventions—ideas.

IMPROVES MORALE

Workmen take pride in craftsmanship.

Enthusiastic executives.

Modern-minded clerks.

Salesmen more effective because of

Easier selling
More interviews
Quicker sales
Less price-haggling.

STEADY EMPLOYMENT — LESS COSTLY HIRING AND FIRING OF FACTORY WORKERS BECAUSE Seasons equalized to some extent.

Easier to anticipate demand and manufacture sufficient stocks in advance for the seasonal demand goods.

e. g. One seasonal advertiser has repeatedly come within 1 per cent of his estimated sales.

Fewer weak sales territories with ample national advertising. Hence fewer weak salesmen—Less turnover in sales force.

2. MONEY

EASIER TO FINANCE

Current loans.

Stock issues.

Bond issues.

LOWER UNDERWRITING CHARGES

Securities are easier to sell.

WIDE DISTRIBUTION OF STOCK

Nation-wide familiarity with and preference for stock of advertised commodities.

50 companies with greatest ratio of earnings to property account are all large national advertisers.

Note earnings of:
Listerine—\$1 for every 7 cents in property account.
Coty—\$1 for every 11 cents in property account.
Forhan—\$1 for every 12 cents in property account.

Babson and other economists urge purchase of stocks of good advertisers.

BETTER SALE PRICE OR MERGER TERMS

Good-will—trade outlets—consumer demand—often worth many times all tangible assets.

ENHANCED VALUE OF STOCK—QUICKER RECOVERY

Stocks of companies making advertised products (specialties) are selling high and they recover from bad years—bulk products hardly ever.

e. g. American Cotton Oil rid itself of bulk business—quickly recovered.

Wesson Oil and Snowdrift—sold by the Virginia-Carolina Chemical Company for \$9,000,000; in 1927 worth \$24,000,000.

Per share	Per share
in 1920	in 1927
Quaker Oats ... \$73	\$980
National Biscuit.. 96	1,600

NE
DEN



Today's business "be-
strides the narrow world like a
colossus." And advertising . . .

As one of the six largest advertising agencies in the world, this company sees business problems with eyes focussed on world horizons.

Our nine offices in the United States and Canada—our branches in London, Paris and Berlin—are not alone sources of information on local conditions. They are focal points to which come all that is most progressive in advertising technique.

McCann may well solve a sales problem in London with an idea originated in San Francisco and first applied in Toronto—all under this company's supervision.

But despite our size and the scope of our activities, we are so organized that every account has the personal direction of one of our principals and the service of first rank advertising men. Do you know our record for holding business?

• **The H. K. McCann**
COMPANY • ADVERTISING

NEW YORK • CHICAGO • CLEVELAND • SAN FRANCISCO • LOS ANGELES • SEATTLE
DENVER • MONTREAL • TORONTO • LONDON • PARIS • BERLIN

3. MATERIALS

BETTER DELIVERY

In times of scarcity, advertiser gets preference.
Quick service because of firm's importance.

BETTER PRICE

Because of growth and quantity purchases.
Because of advertising value of adoption of the seller's product.

e. g. Office appliance field.

EXCLUSIVE OR PRIOR USE OF VALUABLE NEW MATERIALS OR DEVICES

Adoption of new product by large advertiser has great selling value—quicken's universal adoption and offers immediate

worth-while orders—hence advertiser gets first opportunity to buy new materials or accessories.

BETTER STANDARDIZATION

Seller realizes material must be uniform for advertised product.

Exerts special care.

FEWER MODELS

Demand is focused on leader—making it unnecessary to manufacture and carry wide diversity of slow-moving stock.

MORE ACCURATE FORECAST OF SALES AND HENCE MATERIAL REQUIREMENTS

Enables advertiser to purchase in a favorable market and make a speculative as well as a manufacturing profit.

4. MACHINERY

LESS UNPRODUCTIVE TIME

Steady demand means steady production—no idle machinery.

Continuous process goods. (vital)
Repetitive manufactured. (valuable)
Job manufactured. (valuable)

FIRST TO BE OFFERED THE IMPROVED MACHINES

Often means increased output per worker long before non-advertisers have delivery of labor-saving devices.

BETTER PRICE

To have machine adopted by large advertiser makes selling to others easy. Endorsement is valuable—hence lower price is sometimes made to well-known concerns.

QUICK REPAIR SERVICE—Because makers of machinery are vitally concerned with keeping large advertisers "sold" on equipment and service. They can't afford to neglect advertisers.

5. TRANSPORTATION

CARRIERS EXTEND SPECIAL ACCOMMODATION

Spur lines to plants.
Prompt delivery of cars.
Quick tracing of shipments.
Prompt rebates on over-charges.
Aid in favorable freight classification.
Care and speed in truck service.

FAVORABLE PURCHASES OF CARS AND TRUCKS

Volume of business and advertising value of having a well-known company adopt a certain make of car or truck for its fleet results in favorable prices and trade-ins from the manufacturer.

6. MISCELLANEOUS

ADVERTISING OFTEN SUREST TRADE-MARK PROTECTION

Courts repeatedly have averred that name and trade-mark are often the most valuable part of a business—cite the advertising expenditure—and state that competitors have no more right to use machinery by which products are marketed

(advertised trade-marks) than machinery which created them.

e. g. "Zerolene" protected against "Merolene."

"Yale" (Yale & Towne) protected against "Yale" (Yale Electric Co.).

"Lilas de France" protected against "L'Ile de France."

Many others, i.e. Coca-Cola, National Biscuit, etc.

(Continued on page 129)



**"Parkins . . .
how many homes . . . have
we just now?"**

Stupid of her, what, but she really had forgotten how many homes she had and where. One *will* mislay things, no end!

Just fancy how many last line clinchers, such as asking one's grocer or druggist today, are lost on the Lady of the Lorgnette.

The point House Beautiful wishes to make is that dilettante regard for the finer arts rarely results in merchandising along the lines on which we average mortals are forced to regard it.

House Beautiful caters to a cross section of home-loving America — 100,000 A. B. C. Net Paid Circulation. They are people who put into their homes their own personalities, consciously or unconsciously influenced by House Beautiful.

A rare market this, for the advertiser in the Building, Furnishing, Decorating and kindred commodity field.

HOUSE BEAUTIFUL

A Member of the National Shelter Group

EIGHT ARLINGTON STREET

BOSTON, MASSACHUSETTS

Introducing a New Product in a Super-Advertised Field

The Manufacturer Is Fortunate Who Can Present His Product against a Background of Good-Will Created by Advertising

By Arthur H. Little

ALWAYS intrinsically interesting as a merchandising achievement is the introduction of a new industrial product—interesting in its details of method and interesting, rather often, in its manifestations of business philosophy.

In a hotly competitive field, the new product rather often is something more than a mere addition to the line, something more than a new item to be sold to boost sales volume and augment the producer's profits. Rather often it is a move in strategy, an expedient by which the producer aims to entrench his position in the market. And the producer is fortunate who can introduce that product against a background of good-will created by advertising.

Of brisk competition over a wide front, American business offers no more stirring or more conspicuous example than the oil industry, specifically the marketing of gasoline. Gasoline selling has been a nation-wide, more or less free-for-all battle for outlets, in which the competitors have launched many a spectacular campaign and many a hard-hitting, strictly competitive merchandising attack. So hot has been the fight, and so enthusiastic, that out of the dust of warfare have risen rather often the cries of "Foul!" and "No Fair!" There have been complaints of hitting below the belt—complaints that have engaged the attention of the Better Business Bureaus.

Last week, just on general principles and with no ulterior motive, I asked the general sales manager of an oil company—and a concern, by the way, that figures in this article only to the extent of furnishing this sidelight—what was his major problem.

"Problem!" he exploded. "Our

problem is to market our gasoline with a backing of advertising that can make itself heard, effectively, in the welter of claims, and still tell the truth. It seems to me that all the d—d liars, who, since the beginning of time, have gone into advertising as a vocation, are concentrated now in the gasoline business. They lie about anti-knock gas. They claim their products are anti-knock, when they're only partly so. And the manufacturer who produces a motor fuel that, by scientific test is wholly anti-knock—he wonders how he can induce consumers to believe him."

Here is a problem that confronts the entire oil industry, as represented by the American Petroleum Institute, which has already compiled a code of ethics to regulate the marketing of petroleum products.

It is a problem that confronted, also, the Standard Oil Company of New York when, months ago, it began laying plans for the introduction of a new product in "Soconyland"; the latter, a name created by advertising, is the company's marketing field—New York State and New England. And the new product, introduced to the public last week by means of the radio and by means of newspaper advertising, is Socony Special gasoline, plus Ethyl.

There were other problems. It reveals no secret to set forth here that, in "Soconyland," the company has experienced active competition. A new product in that field, if it is to be introduced advantageously, must be introduced simultaneously throughout the field. In advance of any public announcement, the product must be distributed—must be made available to consumers throughout the region. And distribution of such a product as that contemplated by Standard of New

Thorough Trading Area Coverage Through One Newspaper!

25 Out of 35 Use One Sales Route!

OF THE thirty-five national advertisers of automobile accessories in Milwaukee newspapers during the first seven months of 1929, twenty-five used The Milwaukee Journal exclusively! The other ten concentrated 63% of their lineage in this newspaper.

Sales records of advertisers in all lines prove that The Journal—read by more than four out of every Milwaukee families—is the only newspaper needed to thoroughly cover and sell the reliable Milwaukee-Wisconsin market.

THE MILWAUKEE JOURNAL

 FIRST BY MERIT

418 National Accounts Used The Journal Exclusively in 1928!

York presented difficulties rather different from those that would confront, say, a manufacturer of hardware who aspired to unveil to his retailers a new line of files. Here was no mere task of inducing retailers to stock the product, along with many other products, and then co-operating with those retailers, through the medium of advertising, in moving the product off the shelves.

Ethyl-treated gasoline is a product whose distribution involves consideration of storage tanks that are scattered all the way from the production source to the wayside retail stand; and many of those tanks already are full, or partly full, of untreated gas. Before the public can be admitted to the secret, each of those thousands of tanks must be given attention. And the secret must be broadened, too, to share itself, not merely with the entire selling organization, but with the retailers—and even with some of the retailers' customers.

Long in advance of the public announcement, many a Socony dealer knew, accordingly, that at least one of his underground tanks contained Ethyl-treated gasoline. So, too, did his more observant customers; for the pump above ground displayed—in accordance with State law—a little brass plate that proclaimed that the contents contained an admixture of lead. But the plate was the only visible hint. For Socony Special plus Ethyl sold then—and still sells—at the same price as Socony Special alone.

With its advertising in two successive years—1928 and 1929—Standard Oil of New York, in effect, has staked out "Soconyland" as a market. In 1928 the company advertised the region nationally, featuring its recreational and scenic virtues in an appeal to the touring tendencies of motorists. This year, the same appeal has gone out in the form of messages from State governors, inviting tourists to tour New York and New England. Thus the company has undertaken a selling job by indirection, and, at the same time, has aimed to create good-will for itself among consumers in the territory

and among the retailers of its product.

Against that background, last week, Standard spread its message of the new product.

The first public intimation was a full-page newspaper advertisement of the "teaser" type. It read:

TONIGHT
AT 7:30

A SENSATIONAL ANNOUNCEMENT
GOES ON THE AIR

Standard Oil Company of New York to broadcast announcement of vital interest to everyone who owns or drives a car.

Tonight a Soconyland Sketch—the popular radio program of the Standard Oil Company of New York—goes on the air at 7:30.

Just before the main show, comes the most sensational announcement an oil company has made in these parts in years. If you own a car, if you drive a car, even if you are only thinking of owning a car, this announcement affects you. A really great piece of news is in store for you tonight.

You'll enjoy the sketch that follows, too. It is called "The Wayside Stand," and Arthur Allen plays the leading role. It's a human, moving story that is sure to provoke your laughter and your sympathy right to the end.

Have your radio dialed at Soconyland Sketches promptly at 7:30 tonight so that you will not miss a single word of this important announcement and the program that follows.

The copy closed with a listing of the stations—all in New York State and New England—over which the announcement would be broadcast.

The radio announcement itself was presented in the form of a dialogue between a "filling station attendant" and a "customer," the attendant explaining that henceforth the new product would be available at all Socony stations, and that it consists of Socony Special gasoline plus Ethyl, and explaining further what Ethyl is and what it does.

The reason-why theme characterized the newspaper advertising which, in some 500 papers throughout the territory, followed the radio announcement. The opening advertisement, timed for daily papers so that it appeared on the day following the radio broadcast, minced few words. It spoke right out in meeting as follows:

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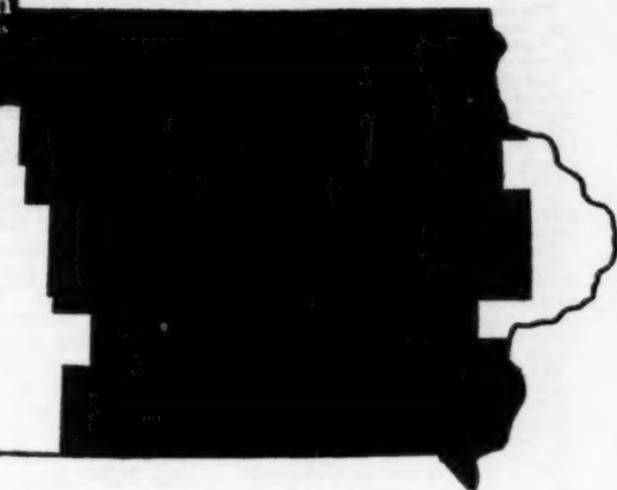
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Westinghouse
Electrification

Appliances Apparatus

Wiring



Black area shows territory served by Westinghouse
Des Moines Branch

Westinghouse serves Iowa from Des Moines

Des Moines is Iowa's distributing center for Westinghouse electrical products.

Iowa electrical dealers and contractors look to Des Moines for supplies from Westinghouse—and Iowans look to Des Moines for their daily and Sunday newspapers. 2 out of every 3 families, farmers as well as city people, in the central two-thirds of Iowa, read

The Des Moines Register and Tribune

Daily Circulation exceeds 230,000

99% in Iowa

NOW FOR THE FIRST TIME
A PREMIUM GASOLINE
PLUS ETHYL

The already famous Socony Special now contains Ethyl fluid. You get a "zero knock rating" plus the highest-quality premium gasoline.

The debate about gasoline is settled. You can prove every statement in this advertisement by the simple method of buying ten gallons of gas and driving your car in and out of traffic, up and down hill.

A gasoline has been produced so different that you can *feel* the difference.

These are the facts.

We began marketing Socony Special two years ago. It was the finest straight-run gasoline that could be made. Thousands of motorists discovered that it was better and gladly paid the extra cost.

We have taken this same Socony Special and done the one thing that could be done to make it perfect. We have added Ethyl fluid at extra cost to ourselves but no extra cost to you.

Ethyl fluid is the only preparation as yet discovered by science that will remove the knock from gasoline. Add enough of it to any gasoline—good or bad—and that gasoline will be knockless. It will, as scientists say, have a "zero knock rating."

A poor gasoline can have a zero knock rating and still be poor gasoline. But when a good, clean, smooth-burning gasoline, such as Socony Special, has a zero knock rating, then you have the most perfect fuel that can be produced.

Prove what we say. Your car will stand up and shout.

A box in the text explained Ethyl, thus:

Ethyl fluid is the standard anti-knock compound, containing tetraethyl lead. It was developed in the General Motors Research Laboratories to meet the needs of the present-day high-compression motors.

Remember, it is the basic gasoline to which Ethyl fluid is added that determines the ultimate quality of an Ethyl gasoline. The Socony Special which you have been using was a superior high-compression gasoline. With the Ethyl fluid added, this new Socony Special will make old cars run like new cars and will make new cars perform in a way that you have never known before.

The second advertisement of the campaign, scheduled for this week in the same newspapers, reiterates the selling points of the first. As did the first, it emphasizes that gasoline performance depends, basically, upon gasoline quality, and that the addition of Ethyl to So-

cony Special improves a high-quality product. This week's advertisement devotes more space to urging the consumer to try the product for a week. And it repeats the box, explaining what Ethyl is and what it does.

The third advertisement of the series, scheduled for next week, will summarize sales results.

To augment the newspaper advertising, the campaign includes a schedule of six quarter-hour radio broadcasts, timed for forenoons and addressed to women; a special edition of the "Socony News," which is a house organ that goes to the trade; a twenty-four-sheet outdoor advertising display; and a letter that goes to some 3,300 motor-car dealers in the territory.

The letter to car dealers stresses two principal points: one, that with some 33,000 dealers now selling the Ethyl-treated Socony Special gas in the "Soconyland" territory, a dealer may safely recommend to his car owners that, in their new, high-compression motors they use only Ethyl gas; and the other, that Ethyl gas is an excellent fuel to use in demonstrating used cars; for, if a used car's motor happens to be afflicted with carbon, untreated gas might produce a most discouraging knock.

C. H. Johnson, Advertising Manager, Fisk Tire

C. Haldane Johnson, recently with Young & Rubicam, Inc., New York advertising agency, and previously for six years vice-president of Griffin, Johnson & Mann, Inc., New York, now Conklin Mann, Inc., has joined the Fisk Tire Company, Inc., Chicopee Falls, Mass., as advertising manager.

Appoints Frank Presbrey Agency

The American Metal Works, Philadelphia, manufacturers of Stear-Steady, a new automotive device, has placed its advertising account with the Philadelphia office of the Frank Presbrey Company, Inc., New York advertising agency. Newspapers and local magazines are being used in a test campaign.

Simplex Piston Ring Appoints Ayer

The Simplex Piston Ring Company of America, Inc., Cleveland, has appointed N. W. Ayer & Son, Inc., to direct its advertising account.

Because readers of the SUNDAY Florida Times-Union "browse" through its pages of unusually widely gathered news of all representative Florida cities, most advertisers find that they enjoy special advantages in hooking up with local dealer advertising — besides there's an extra 13,000 list of Sunday readers, in Jacksonville, in the other key population centers of the state, and southeastern Georgia. You might understand this better if you reviewed a Sunday issue. Want one?

FLORIDA'S FOREMOST NEWSPAPER

The Florida Times-Union
JACKSONVILLE, FLA.

A. B. C. Publisher's Statement, March 31, 1929, 50,707 Daily, 63,028 Sunday

Represented Nationally by
REYNOLDS-FITZGERALD, Inc.

New York . . . Chicago . . . Philadelphia . . . Los Angeles . . . San Francisco

Great Results!



A NATIONAL MAGAZINE:

"Never before have I seen a newspaper do such a good spot-selling job as The Chicago Daily News Midweek Section did."—Forum.



A LARGE CHICAGO BANK:

"We were pleasantly surprised at the pulling power of your attractive new feature section."—Harris Trust and Savings Bank.



A LARGE DRESS SHOP:

"We shall continue to use this section."—Appleton's,

*Advertising
Representatives:*

NEW YORK
J. B. Woodward
110 E. 42d St.

CHICAGO
Woodward & Kelly
360 N. Michigan Ave.

DETROIT
Woodward & Kelly
408 Fine Arts Bldg.

SAN FRANCISCO
C. Geo. Krogness
303 Crocker 1st Nat'l
Bank Bldg.

ATLANTA
A. D. Grant
711-712 Glenn Bldg.

Member of The 100,000 Group of American Cities

ADVERTISERS IN CHICAGO DAILY NEWS WEEK FEATURES SECTION



A CHICAGO BOOK SHOP:

"We congratulate you upon a successful experiment and thank you for having brought it to our attention." — The Argus Book Shop, Inc.



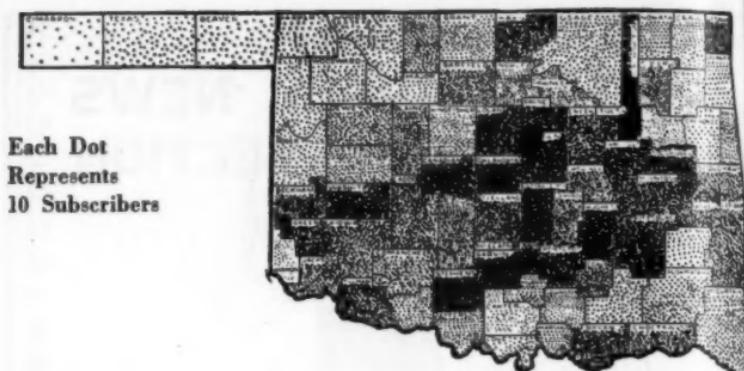
A PROMINENT CLOTHIER:

We notice a decided increase in sales." — Jerrems.

Midweek Features, printed in photogravure, with extra color, tabloid size, incorporates special reading features of The Chicago Daily News long tried and accepted by discriminating Chicago readers.

You, too, can share this unusual reader interest, these splendid advertising results.

**WEEK FEATURES
CHICAGO DAILY NEWS
AGO'S HOME NEWSPAPER**



This is the way
THE OKLAHOMA FARMER-STOCKMAN
reaches Oklahoma's Farmers

The above map, with one dot representing 10 subscribers to THE OKLAHOMA FARMER-STOCKMAN, shows graphically the distribution of circulation of THE OKLAHOMA FARMER-STOCKMAN among the farm folk in Oklahoma.

No other Oklahoma paper offers even a small part of this intense rural coverage.

With 73.4% of Oklahoma's population rural, THE OKLAHOMA FARMER-STOCKMAN affords the only method of obtaining volume sales for you in Oklahoma.

191,661 ABC Circulation Each Issue

Carl Williams
Editor

**The OKLAHOMA
FARMER-STOCKMAN**
Oklahoma City

Ralph Miller
Adv. Mgr.

The OKLAHOMA PUBLISHING COMPANY
The DAILY OKLAHOMAN OKLAHOMA CITY TIMES W.R.V.

New York Chicago Detroit Dallas E. Katz Special Advertising Agency of Denver City, Atlanta, San Francisco

Is Sales Management an Exact Science?

The Sales Manager Who Has His Job Standardized Has Time for More Important Work—Research

By J. K. Macneill

Sales Manager, Hewes & Potter, Inc.

IS the sales manager's job standardized? Has sales management reached the point where it can be defined as an exact science? Can certain definite formulas be applied to sales problems with pre-determined results?

With certain qualifications and depending on one's conception of what sales management is, I think the answer to all three questions is in the affirmative. I say this, too, realizing full well that such a statement will raise no end of a howl in some quarters, particularly where old ideas still prevail. Nevertheless, I not only believe it to be so but I think that many sales managers would be 100 per cent more efficient if they could be made to see that a considerable part of their work can be done by rule, thus freeing their minds and hours for development and research, which I consider the most important function of sales management. Let's see if we can make a case of it.

First, just what is sales management? In simple language it is nothing more nor less than selling at least expense and most profit the product or service that your company creates, and doing so in direct proportion to the natural increase in the country's population and wealth. Let us take a hypothetical case, men's shoes for instance.

We will say that distribution is on the popular basis of direct to the retail trade. We will say also that the line is nationally advertised and that it has a distinguishing feature that sets it a little apart from other men's shoes. This feature is one of utility and wear and not one of appearance or style. After a period of many years of successful progress, sales suddenly begin to take a slow downward curve for no apparent reason. Dealers begin slowly to desert the house and salesmen find their drawing accounts exceeding their commissions. At the end of a year there is no improvement and the sales manager is fired. A new man is installed. A man of the old school and with long experience. What happens?

The first place he goes to is the department showing sales records. He spends many hours studying the territories and the sales figures of the men he has been called upon to lead. Then, fortified with all this information, he takes a long trip around the country visiting and working with these men. Out of forty men it is a cinch he will find more than a dozen that he thinks are not there, who are losing their pep, and who should go. Sooner or later they do go and the others are all scared. He stirs things up in the sales department at the fac-

Is it possible that most sales managers take their title too literally and spend too much of their time actually managing the sales force? Mr. Macneill believes that managing is the small end of the sales manager's job; that this part of the work can be done by rule. In other words, sales management has become standardized. A good sales department should function with as much ease and accuracy as any other department.

There will probably be some wails of disagreement with this theory from those managers who spend most of their time nursing the salesmen. Others will see a moral in this article for themselves.

tory. He may perhaps install a new report system, or decorate his office with pretty maps stuck with pins, and Lord help the man whose territory shows any shortage of pins. He puts in a snappy traveling sales manager to check up on the men and keep them on their toes. He gets the old machine going in high. He is trying to make a showing—and doing it in the only way he knows how.

Contrast with this another type of sales manager. He comes in, we will say, after the above mentioned hero has gone his way. What will he do? First of all he will study, not the salesmen or the sales records, but his fellow executives. He will make it a point to get inside the skins, one by one, of the factory superintendent, of the general manager, the credit man, the style manager, if there is one, the advertising manager and lastly the subordinates in his own department. Then he will study the thing he is going to sell. Before long he will know it inside out. Will know its history, who buys it and why, how much it costs to make and to sell. What the profit on it is. He will find out all there is to know about competition, quality, prices, policies, advertising, personnel and public standing and acceptance. He will assume that his sales force, like all sales forces, is about run of mine. He will know that there are a few stars, a large number of average good men, and a few tail-enders. He will of course go out and meet every one of them, talk with them, know their families and living conditions and sales histories. But he will pay more attention to what their customers tell him than what they themselves say. He may have a few changes in salesmen to make. These he will take care of not too quickly nor with any dramatic flourish. If he finds them burdened down with a lot of old-fashioned reports to make out every night he will immediately relieve them of all but one or two simple ones. He knows that no company ever rode to success on the knowledge of the exact number of accounts its competitor had, or the

daily reported inventory of that competitor's goods on the retail shelves as laboriously reported by the same salesmen. What is more important he knows, too, that nowadays successful selling in many lines is more a matter of product design and style than of actual selling technique; that the finest sales force in the world cannot hope to compete with an inferior force if its product lacks something of what the public, reasonably or unreasonably, expects of it. All he wants to know from his salesmen is that they are working every day he is in business and are following instructions. If they are doing that and everything else is right at headquarters, then there will be nothing to stop him.

Hiring by Formula

The point of all this is that sales management is today broader in scope than it used to be. Insofar as the actual managing of salesmen is concerned, it shouldn't take more than a fifth of the sales manager's time. Take the first step for instance—hiring men. After hearing record and reading that most of our nationally famous sales managers never claim to be able to hire more than one good man out of three of his territories, I assume that such is a fair living average. Hiring can be done more or less by formula. A territory becomes vacant. You take the usual steps, namely, notify your own salesmen, have them pass the word to their trade, you search costs, your prospect file built up automatically from casual applications, should you advertise in your trade journals and in the local territory newspapers. From it all you will probably round up a half dozen men, any one of whom could just about measure up. You talk to these men and select the one who, according to his experience, personality, references and past performance, looks best, and put him to work.

I will admit that judgment and experience are factors in hiring products men, but even at that I must say that I know of a good many brilliant successes who were hired by mail, sight unseen. On general principles, one sales manager, if he

of that follows proved procedure as to the retail checking points, will average about the same as another sales manager. Supervision of salesmen can be done pretty much by book, too. A simple record of order dates plus a customer card file for each territory will reward the searcher after a short time if he finds that a certain territory is not coming up to his hope to scratch. The records will nearly always tell the story. If you receive orders from a man every day he wants Wednesday you know he is not working Wednesdays. If the business of a certain customer is falling off you know such a showing calls for a certain sort of inquiry. Records like these are automatic. and there are no two things to do when they flash the warning.

No System Is Perfect

There is the exception of course. Insofar as salesmen with an ailing wife who is costing him a lot of money in doctor's bills will not have his mind entirely upon his work and when his hearing record shows poorly, special consideration or relief must be given. But that is part of the job. The sales manager must spend part of his time with his men so that their fair living and working conditions are the more as much an open book to him as his sales records.

The point I wish to make is that your own if a firm is functioning properly as the word to its manufacturing processes, costs, advertising, styling and service, then its sales department should function equally as smoothly and with a minimum of supervision, provided it is organized along the lines of proved methods. If product A has averaged over a period of years, with different salesmen, with varying degrees of energy on the part of competition and with a fairly constant advertising effort, to sell steadily at from 30,000 units to 40,000 units in an average territory, then it can be pretty safely forecast that that product will continue at about the same rate if the same system is behind it. If it shows a sudden and unexpected falling off, then the answer lies elsewhere than the sales department. The sales manager knows he can spend \$1,000 for

a new account contest and get so many new accounts. He can stick on a special volume contest in the middle of summer and get certain definite results. He knows about how many windows a prize contest will bring. These high spots, therefore, can be laid out on schedule and run each year, with only superficial variations, and bring identical results. Isn't that standardized sales management?

I found myself in a small Western city several years ago interviewing some men for a territory. Requiring some corroboration of one man's statements, I found it necessary to call upon a manufacturer who was located in that city and who was in a line more or less akin to our own in that it sold its product to the same trade. The firm was a spasmodic national advertiser, incidentally. Inquiring for the sales manager, I was ushered into the presence of a most ordinary individual, who claimed the honor. He was unable to help me, although the information I was seeking should have been known to him. We talked on, however, on various matters of interest to both of us, and I discovered that his main worry with his salesmen was in keeping their expenses down. He seemed to have no ideas about development of his product or its selling methods, nor was he very conversant with the national advertising being done in the industry. He had only a vague knowledge of what the Spur Tie was, yet I could have told him almost to the dollar what his firm spent for advertising and where it was spent. He was a typical old time sales manager. He divided his time between editing reports at the factory, writing bulletins on changes of prices and spending a week with Bill Hanson out in Minnesota calling on the trade. Calling on the trade meant just going in each store and exchanging comment on the weather and asking how business was. I doubt if he is there now. I haven't seen one of his firm's advertisements for several years.

The reader will probably see by now what I am trying to bring out. The sales manager who has

his job standardized will have 75 per cent or more of his time free for the most important part of his work.

The most important thing to do in sales today is to figure out where those sales are going to be five years from today. To study the people who buy and use what you sell rather than the people who sell it. To watch the progress and development of every product or factor that may influence the need or use for yours. To keep a watchful eye and ear on this mysterious third man in the ring, style, and what causes it. To watch changing trends in general selling methods rather than to be blinded by the detail of your present one. If your system is right it will warn you if your immediate sales are not what they should be, but all the systems in the world cannot see into the future. That calls for study, research and watchfulness.

Therefore, I say that the sales manager who is still going to be sales managing or general managing ten years from now has his job standardized to a great extent today. If he hasn't he doesn't know what's going on.

R. B. Nettleton to Direct Peerless Motor Sales

Ralph B. Nettleton has been appointed general sales manager of the Peerless Motor Car Corporation, Cleveland. Following the formation of the Chandler Motor Car Company in 1913, he became Boston distributor for Chandler and Paige automobiles. Later he was made one of the Chandler company's sales managers. When the Chandler and Cleveland Motor Car companies combined he became Central sales manager of the merged organizations. Mr. Nettleton joined the Peerless organization after having completed the liquidation of the Chandler-Cleveland concern for the Hupp Motor Car Corporation.

"Munsey's Magazine" to Change Name

Munsey's Magazine published monthly by the Frank A. Munsey Company, New York, publisher also of *Argosy-All Story Weekly* and *Detective Fiction Weekly*, will change its name to *All-Story Combined with Munsey*, effective with the October 5 issue. The new magazine will be published every two weeks. *Argosy-All Story Weekly* will continue as *Argosy*.

L. Z. McKee, Merchandising Manager, Gardner Motor

L. Z. McKee has been appointed merchandising manager of The Gardner Motor Company, Inc., St. Louis, a newly-created position. He formerly was with H. M. Ballard and Company, Chicago merchandising counselors, in an executive capacity, and, at one time, he had been with the Weaver Manufacturing Company, Springfield, Ill. Mr. McKee will head a staff of salesmen who will work with Gardner distributors and dealers on sales analyses of territories and other problems.

P. A. Christol with Detroit "Times"

Philip A. Christol, national advertising manager of the Rochester, N. Y., *Journal-American*, has joined the advertising staff of the *Detroit Times*. He had been with the *Journal-American* for three years. Previously he had been with the advertising department of the *Cincinnati Post* and the *Millis Advertising Company, Inc.*, Indianapolis.

O. B. Merrill to Represent Merged Youth's Magazine

Oliver B. Merrill, for many years Eastern manager of *The Youth's Companion*, has been appointed Eastern manager of the newly merged *The Youth's Companion Combined with The American Boy*. He will be located at New York.

Now Advertising Manager, "American Legion Monthly"

B. L. Dombrowski, who has been Eastern advertising manager of *The American Legion Monthly*, has been appointed advertising manager of that publication. His headquarters will continue to be at New York.

Appoints Wm. H. Rankin Agency

Bankexposition, Ltd., New York, has appointed the Wm. H. Rankin Company, Inc., advertising agency to direct its advertising account, beginning September 23.

D. S. Cook, Advertising Manager, San Diego "Sun"

Don S. Cook, for the last six years with the classified advertising staff of the San Diego, Calif., *Sun*, has been appointed national advertising manager of that paper.

KVP Paper Account to Critchfield Agency

The Kalamazoo Vegetable Parchment Company, Kalamazoo, Mich., manufacturer of KVP papers, has placed its advertising account with Critchfield & Company, Chicago advertising agency.

THE NEWS SELLS THIS MARKET!



GENUINE ECONOMY

THE 2,000,000 population of The Indianapolis Radius is energetic, industrious and prosperous. This complete market is bound into a single unit by a great transportation system. From Indianapolis, every important city and town can be reached in a very short time. One newspaper dominates the entire area. Results: *quick sales, low costs and big volume*. Here, economy is a *fact* and not merely a word.

The News . . . ALONE . . . Does The Job!



The **INDIANAPOLIS NEWS**

Sells The Indianapolis Radius

DON BRIDGE, Advertising Director

New York:
DAN A. CARROLL
110 East 42nd St.

Chicago:
J. E. LUTZ
Lake Michigan Bldg.

DUE to natural advantages, Indianapolis industries enjoy permanent economy and prosperity

Nowhere else in America will you find such a concentration of retail outlets!

Are you interested in marketing grocery products? There are more than 29,000 grocery and delicatessen stores throughout New York City's five boroughs and its prosperous suburbs.

Do you manufacture or distribute women's wear? Dry goods and women's wear outlets in the Metropolitan area total 6,700 . . . and 249 department stores are located here.

Do you sell shoes? New Yorkers patronize 3500 shoe stores that dot the business districts of Manhattan, Brooklyn, Queens, The Bronx, Staten Island and nearby suburban towns.

13,000 candy and confectionery stores are located here; 5600 drug outlets; 3801 men's wear outlets; 3300 hardware stores; 2400 household equipment stores; 4700 cigar and tobacco outlets; 2300 paint stores; 2000 furniture dealers; 2900 jewelers; 5800 restaurants; 7700 meat markets.

CHICAGO
Hearst
Buildin

In all, there are 98,000 retail outlets in America's hugest, wealthiest and most responsive consumer market-place!

And New York, the most worthwhile of all markets, is easy to sell, if you know how to get in. And how to gain adequate distribution. And how to build sure-fire consumer response.

One great home-going evening newspaper offers you dominant, one-cost coverage here. The New York Evening Journal, for thirty consecutive years America's greatest evening newspaper, is read each day in nearly half the worthwhile homes throughout Metropolitan New York. This newspaper's readers live in the homes from which New York's 98,000 retail outlets draw a huge share of their day-to-day patronage. To sell them . . . tell them!

NEW YORK EVENING JOURNAL

*One of the 28 HEARST NEWSPAPERS read
by more than twenty million people*

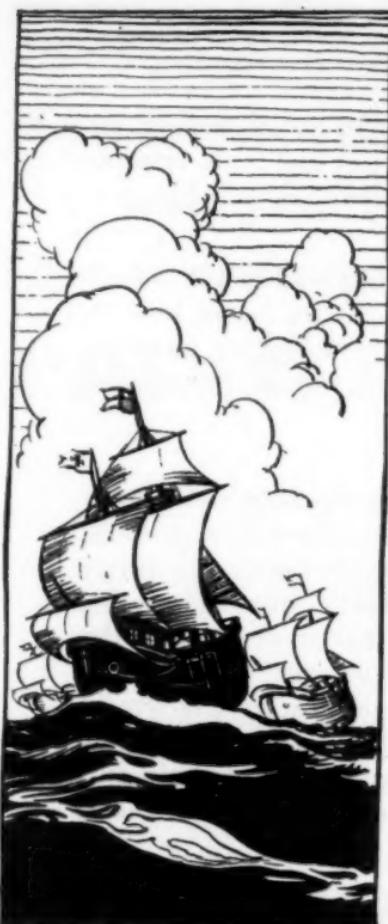
NEW YORK
9 East 40th Street

*Represented Nationally by the
RODNEY E. BOONE ORGANIZATION*
NEW YORK—International Magazine Building

CHICAGO: DETROIT: PHILADELPHIA: ROCHESTER: BOSTON:
Hearst General Motors Fidelity Philadelphia Temple 5 Winthrop
Building Building Trust Building Building Square

*Member of International News Service and Universal Service
Member of Audit Bureau of Circulations*

Aug. 29, 1929



**1st
2d
or 3rd
in the world
in the last 15 years**

As a natural corollary to the thorough coverage and reader interest possessed by The Detroit News it is the advertising leader of Detroit. It publishes regularly more advertising than both other Detroit papers combined, and leads regularly in practically every selling classification of advertising. During the last 15 years it has been either first, second or third among the newspapers of America in advertising, and established in 1926 the world's record for advertising lineage, carrying a volume never attained before or since by any other newspaper. And during the first seven months of 1929 The News again achieved first place with 18,973,542 lines, leading both the Chicago Tribune and New York Times.

The Detroit News

THE HOME NEWSPAPER

New York Office

I. A. KLEIN, 50 E. 42nd St.

Chicago Office

J. E. LUTZ, 180 N. Michigan Ave.

We Prefer Steady Improvement to Yearly Models

The Yearly Model Plan for Industrial Manufacturers Would Be an Expensive Program

By W. F. Rehbock

Of the Foley Saw Tool Company, Inc.

I HAVE just finished reading the article in the August 1 issue by E. J. Heimer, secretary of the Barrett-Cravens Company, entitled: "Should Industry Have Yearly Models?" There are plenty of good arguments for and against this question of yearly models for industrial products, but my personal reaction to the thought is that yearly models are not logical for the industrial machinery manufacturer.

The average industrial machinery manufacturer produces a very limited number of machines in comparison with any automobile factory. Redesigning an industrial machine would mean new wooden patterns, experimental work, aluminum patterns, jigs, dies, etc., which on most any machine would be an expense of some \$10,000 or \$25,000.

In addition to this, there would be a number of parts in the plant which would become obsolete when the change was made, thereby making yearly models an expensive undertaking. I understand that the automobile industry is finding out that yearly models cost the manufacturer several millions every time a new change is made in the jigs, dies, obsolete parts, etc.

The machine buyer likes to feel that he is buying a machine which is standard and that when he buys a machine, it will take care of his needs for at least ten or probably twenty years.

An automobile is sold for pleasure, and, of course, you can appeal to one's vanity. However, when a manufacturer puts a machine into a plant on a cold-blooded business proposition, he wants to be shown that the machine will save him its cost in a comparatively short period, generally speaking a period not exceeding two years.

When a business man buys a truck, he isn't worrying particularly about the model. He tries to keep that truck in operation as long as the operating costs are economical, and buys a new truck only when the repair bill shows him that it is cheaper.

Of course, there are objections to this, such as the delivery services of a high-class department store, wherein they want the truck to be more than a delivery service and want it to serve as a traveling advertisement and a prestige builder for the business.

In our business, we are continually improving our machines. We aim to make improvements about every three months but generally they are of a minor nature, more in the shape of operating conveniences. After we thoroughly try out an improvement for three months in our service department, where we keep machines in constant operation, and determine that the change is really an improvement, we wait until all parts affected by the change are used, then the change becomes effective.

Machines Are Continually Being Improved

By this method, we are continually improving our machines without junking a lot of parts which would be obsolete if changes were made immediately. In this way, our changes cost us only from \$100 to \$500 each, thereby not throwing a heavy burden on the profits, which would be the case if yearly models were built.

However, on the other hand I feel that it would probably be good business for the average industrial machinery manufacturer to announce an entirely new model about every five years.

In this way, he would have an

opportunity of replacing installations that were made three, four or five years ago. Of course, if a manufacturer has a machine in his plant for five years, he would consider a new model if you could point out a number of real improvements that would increase the efficiency and lower the cost of operation. In this way, a number of new sales outlets would be opened which would not be outlets if there were no new models.

McGraw-Hill Book Account to Charles C. Green

The McGraw-Hill Book Company, New York, technical and business books, has placed the advertising of its technical books and of the A. W. Shaw Company's business books with the Charles C. Green Advertising Agency, Inc., New York.

T. J. Reese Made Director of Buffalo Bank

Thomas J. Reese, president of the Ault and Wiborg Company of New York, Inc., a subsidiary of the International Printing Ink Corporation, has been elected a director of the Commercial Trust Company of Buffalo.

Fred Cortis with "Golfer's Magazine"

Fred Cortis, recently with the Chicago office of the National Shelter Group and prior to that with the Western office of the Condé Nast Publications, Inc., at that city, has joined the *Golfer's Magazine*, Chicago, as advertising manager.

McCall Corporation Reports Increase

The McCall Corporation, New York, reports a net income of \$1,288,247, after providing reserves for taxes and other purposes, for the first six months of 1929. This compares with \$930,122 in the first half of 1928.

Change in Brooklyn "Eagle"

Control of the Brooklyn, N. Y., *Daily Eagle*, purchased by Frank E. Gannett last January, has been transferred to the Gannett Company, Inc., a holding company formed by him to manage his chain of newspapers.

Joins McConnell & Fergusson

Jack Secord, for the last few years with the advertising department of Sobel's Grocerias, Toronto, has joined the production division of McConnell & Fergusson, Ltd., Toronto advertising agency.

Plans Campaign on New Dog Food

W. J. Lake & Company, Seattle, have appointed Claude Arnold, advertising agency of that city, to direct their advertising account. This company manufactures by-products and is planning an advertising campaign on a new dog food. Washington newspapers and direct mail will be used. Dog journals will be added to the schedule at a later date.

The Corwin-Smith Company, Seattle, manufacturer of coal briquets, has also appointed Claude Arnold to direct an advertising campaign on the opening of its new plant on Lake Union.

Westinghouse Promotes I. F. Baker

I. F. Baker, power division sales manager of the Westinghouse Electric International Company, has been appointed European sales manager of that company, with headquarters at London. Mr. Baker has been connected with the Westinghouse Company since 1906, having at one time been managing director of the Westinghouse Electric Company of Japan.

George Astel Joins Daken Agency

George Astel has joined the staff of the Daken Advertising Agency, Inc., Seattle, and will have charge of printing production. He formerly was a member of the faculty of the University of Washington School of Journalism.

H. A. Herty with Commanday-Roth Company

Howard A. Herty, formerly advertising manager of the Manhattan Rubber Company, Passaic, N. J., has joined the staff of the Commanday-Roth Company, Inc., New York, direct advertising, as a contact and service representative.

Appoint Parker Agency

The Simonds-Worden-White Company, Dayton, Ohio, industrial cutting knives and edge tools, and the Cincinnati College of Embalming, Cincinnati, Ohio, have appointed The Parker Advertising Company, Dayton, Ohio, to direct their advertising accounts.

Hudson Motor Promotes J. E. McLarty

J. E. McLarty, formerly service manager of the Hudson Motor Car Company, Detroit, has been appointed sales promotion manager of that company.

C. R. Lindeman, Advertising Manager, Seattle "Times"

Charles R. Lindeman has been appointed advertising manager of the Seattle, Wash., *Times*.

Concerning the "Big Shot's" Preferences—

The evening newspaper preferences of Chicago men of substance reflect definitely the leadership of the Chicago Evening American in its field. A recent three-day circulation check at eight exclusive men's clubs resulted thus:

Chicago Evening American . . .	396
Second evening paper	323
Third evening paper	321
Fourth evening paper	250

Add to this proof of preference by the classes the wide margin of evening circulation leadership given the Chicago Evening American by the preference of the masses, and you will more clearly realize its vital importance to the advertiser in the Chicago market.

CHICAGO EVENING AMERICAN

a good newspaper

*One of the 28 Hearst Newspapers read by
more than twenty million people. Member
of International News Service, Universal
Service and Audit Bureau of Circulations.*

Further Facts Concerning the Right of Privacy

What the Law Has to Say Concerning References to Deceased People in Advertising

By Boyd L. Bailey

Member of the New York Bar

THE Jones Advertising Company finds a picture of a beautiful model wearing silk hosiery. It wants to use it in a stocking advertisement. Upon attempting to obtain the model's consent, it finds that she is dead. May it use the picture? Must it obtain anyone's consent?

The Smith Advertising Company, believing that the standard of success in its field is the importance of its clients, wants to print a list of them on its letterheads. Must it, business policy aside, obtain the consent of the corporations and partnerships? Of course it must in the case of individuals.

The Kiddie Necktie Company seeks to use the picture of a child of three in advertising. May it?

The right of privacy, with which this article is concerned, was defined in a series of two articles* recently published in PRINTERS' INK. Briefly, it is one's right not to have one's individuality, personality or identity made public without one's consent.

Both on principle and on legal precedents, making public the identity, individuality or personality of a dead person ought not to be held to constitute a violation of the right of privacy, except in Kentucky.

*"The Advertiser and the Right of Privacy," page 121, August 1, 1929, and page 93, August 8.

When a person is living, he alone will be heard to complain that his picture or name has been published without consent. That is why the advertiser is free from legal liability if he obtains the consent of the person whose picture or name he desires to use. The advertiser does not also have to procure the consent of the person's relatives or friends. Inasmuch as the injury to those relatives and friends is precisely the same and is caused in precisely the same way where the person is dead, I see no reason why death should make any difference.

But, admitting that one's friends and relatives have no rights in the privacy of others

while they are alive, can it be reasonably contended that the right of privacy is inheritable? The general doctrine is that property rights and rights of action for injuries to the estate survive for the benefit of the heirs and next of kin, and that rights of action for injuries to the person die with the person. For instance, rights of action for assault, libel, and false imprisonment die with the person. But rights of ownership of property and the right to sue for their violation survive. As authorities referred to in this article show, the right of privacy is regarded as a personal right. Since other personal rights have been held to terminate upon death, it seems un-

MUST permission be obtained before a deceased person's photograph may be used in advertising?

An advertising agency wants to print a list of its clients. Must it obtain permission when these clients are corporations and partnerships?

What about using a picture of a minor? Must permission be obtained and if so from whom?

These questions crop up frequently. They are answered in this article which is a sequel to two other articles recently published in these columns on this general subject of the right of privacy.

Making It Easy

Booklets and catalogs are meant to be read. Few of them are so planned that they can be *easily* read and understood.

The tired business man, the busy housewife, the harassed buyer—none has the patience to wade through pages of cold type, just to convince themselves that they need what you wish to sell.

Here is a real problem, and we are continually working out ways and means to solve it.

If you send out booklets or catalogs in sizable editions, write or phone us for details.

Charles Francis Press

Printing Crafts Building

461 Eighth Avenue - New York



The area outlined above is the 68-mile, 26-county, 1,000,000 person Oklahoma City Market outside metropolitan daily even claims to a rich, populous, responsive sales territory. *Oklahoman* and *Times* alone, and at one low advertising cost, give advertisers a thorough, effective coverage that is 7% greater than is possible even with the combined use of all 18 other daily newspapers published in Oklahoma City and its market.

***The DAILY OKLAHOMA
OKLAHOMA CITY TIMES***

THE OKLAHOMA PUBLISHING COMPANY
THE OKLAHOMA FARMER - STOCKMAN - WEAVER

Ellis Special Advertising Agency, New York-Chicago-Detroit-Atlanta-Dallas-Tampa

POST SALES! MARKET!

First, is the growth of Oklahoma City in population (1,500 average increase monthly), in new building (leads the Tenth Federal Reserve District for the first seven months of 1929—July was the 23rd consecutive month at over \$1,000,000), in prosperity (this is the first summer in years when business has been equal to or greater than in the winter months).

Second, is the growth of Oklahoma City's suburban territory and its 260 towns, 75 of which are over 1,000. This area is enjoying the same kinds and degrees of expansion experienced by Oklahoma City.

Third, is the production in Oklahoma City's new oil field where 99 rigs are up and 11 wells are producing approximately 34,000 barrels of oil daily. Oil, and unlimited gas at 12¢, are rapidly swelling the influx of new industries and businesses, thus increasing population and payrolls.

Fourth, both cotton and wheat crops, despite recent adverse weather, promise high yields. Enid, one of the chief cities in the Oklahoma City Market, has just moved and stored nearly 21,000,000 bushels of wheat, 8,000,000 bushels more than last year. Cotton is particularly good—a 70,000 bale increase over 1928 is forecast.

Here is an unusual sales opportunity in one of America's largest, richest and most responsive sales territories. Investigate!

We have talked
quite a bit
about our huge
display lineage
increases
and perhaps it
isn't amiss
to direct your
attention to
the fact that in
the first
seven months of 1929
the Detroit Times
gained
187,439 lines
of classified advertising
further proof
that

"THE TREND IS TO THE TIMES"

reasonable to assume that the right of privacy (or a right of action for its violation) will pass to others after death.

There have been five attempts to recover for the unauthorized publication of the identity of dead people.¹ In only one was the plaintiff successful.² In this one case, decided in Kentucky, relief was granted to the plaintiff father for the publication, under unusually shocking circumstances, of a picture of his dead baby. On the principles suggested above the case is wrong and probably will not be followed. But, as interpreted by a later decision of the same court,³ there is no doubt that the case supports the doctrine that publication of a picture of a dead person without someone's consent is forbidden. Whose consent is required no one knows. Nor is it known how many relatives or friends have rights of action.

Of the four favorable cases, *Schuyler v. Curtis*, decided in New York, is the most interesting. Here is part of the opinion: "Whatever right of privacy Mrs. Schuyler had died with her. . . . A woman like Mrs. Schuyler may very well in her lifetime have been most strongly averse to any public notice, even if it were of a most flattering nature, regarding her own works or position. She may have been (and the evidence tends most strongly to show that she was) of so modest and retiring a nature that any publicity, during her life, would have been to her most extremely disagreeable and obnoxious. All these feelings died with her."

Unfortunately, it was later determined that there was no right of privacy for the living or the dead in New York at the time the

Schuyler case was decided.⁴ Hence the case is not as much in the advertiser's favor as it sounds.

However, it was decided in two other cases⁵ that no liability results from slander or libel of the dead. I think that, by analogy, they are authoritative here. In one of them, the defendant published a statement calling the deceased a swindler and counterfeiter. The court held that his mother had no cause of action.

As has been previously mentioned, the only right of privacy existing in New York is statutory.⁶ The statute prohibits only the publication of the name, picture or portrait of "any living person."

I therefore conclude that no liability will result to the advertiser for violation of the "right of privacy of the dead" except in Kentucky. It must, however, be recognized as possible that other courts, in extremely shocking cases, may seize upon the Kentucky decisions as authorities.

A partnership is a group of individuals. A corporation is an entity separate from its members. Each has a smaller scope than a natural person, being created for a specific purpose or to engage in a specific business. For example: A member of a partnership or corporation formed to do advertising may rightfully marry, vote, play, work, etc. But the business organization is created only to attend to its business. Since the business organization has a smaller field of action than the natural person, it should not require as much legal protection or as many legal rights.

An appellate court in New York, following this reasoning, decided in 1916⁷ that a partnership has no right of privacy. The opinion contained the additional reason that the New York statute protects only "any living person." A partnership is not a living person

1. *Corliss v. Walker*, 1893, 64 Fed. 280
- Atkinson v. Dougherty, 1899, 121 Mich. 372
- Schuyler v. Curtis, 1895, 147 N. Y. 434
- Douglas v. Stokes, 1912, 149 Ky. 506
- Murray v. Gast Lith. & Eng. Co., 1894, 8 Misc. 36
2. Douglas v. Stokes, *supra*.
3. *Brents v. Morgan*, 1927, 221 Ky. 773

4. *Roberson v. Rochester Folding Box*, 1902, 171 N. Y. 538
5. *Bradt v. New Nonpareil Co.*, 108 Ia. 449
- Sorensen v. Balaban, 11 App. Div. (N. Y.) 164
6. Secs. 50, 51, Civil Rights Law
7. *Rosenwasser v. Ogoglia*, 1916, 172 App. Div. (N. Y.) 107

but is a group of persons. Because of the same statute a corporation, being inanimate, has no right of privacy in New York.

Vassar College brought a rather interesting action at common law against the Loose-Wiles Biscuit Co.⁸ The College (a corporation) complained that the defendant manufacturer of chocolates advertised its product as "Vassar" chocolates, and used the likeness of a young lady in cap and gown, an imitation of a college pennant, a college yell, and a very much mangled Vassar seal on its packages and in the advertising.

The original seal had "Vassar College" at the top and "Purity and Wisdom" at the bottom. The defendant substituted "Always Fresh" for the last and, unfortunately for the story, changed "Vassar College" to "Vassar Chocolates." No statute applied. The Federal district court dismissed the plaintiff's complaint on the ground that a corporation is not entitled to hurt feelings; it is only entitled to be heard when injured in a business way.

One can say with sureness that under the New York law neither a partnership nor a corporation has a right of privacy. Under the common law, it is highly probable that the answer is the same, where the only injury is hurt feelings. But where there is likelihood of injury in a business way, it may be wise to take the precaution of obtaining a waiver. However, there is no assurance in the law that that is necessary.

An infant is a person under twenty-one years of age.

Infants are peculiarly privileged by the law because of their immaturity of judgment. By the weight of authority, their contracts (except contracts for necessaries) and releases of causes of action may be voided by them when they reach majority.⁹

There seems to be nothing to take contracts to waive the right of privacy out of the general rule. It would seem to follow, therefore, that an infant, upon reaching the

age of twenty-one, may rescind such a contract and sue the advertiser for damages for publishing his picture or name. Certain defenses, depending on the jurisdiction, may be available to the advertiser in such an action. For example, the infant may have defrauded the advertiser (as by representing himself to be an adult). In some jurisdictions it would be a defense that the contract was unfair.¹⁰

An infant is given a right of privacy for his own protection. This right, together with his other rights, entitles him to be let alone and to do more or less as he pleases. If a contract to waive the right of privacy were considered binding, the inexperienced infant might find himself divested of a considerable portion of his right to be let alone—all because of an unpremeditated unthoughtful act. It is for this reason that such a contract is voidable.

A way for the infant to consent to a publication can be devised where this objectionable reason does not appear. That way is for the infant merely to give consent to the publication. The difference between consent and a contract to consent or to remain in a consenting mood is clear, though small.

Where the infant tells the advertiser, "I consent that you use my picture in advertising," he is doing exactly as he pleases. Furthermore, he does not purport to put himself under any restraint. He may later revoke his consent. Hence there is no reason for the law to interfere with the arrangement. But if the infant says, "In consideration of \$10 I promise not to interfere with your publishing my picture," he has made what purports to be a binding contract to waive a portion of his freedom and it is quite likely that the law will hold such a contract voidable at the infant's option.

An example of a proper written form is: "I hereby consent that my

8. *Vassar College v. Loose Wiles Biscuit Co.*, 1912, 197 Fed. 982

9. *Williston on Contracts*, sec. 238

10. *Britton v. South Penn Oil Co.*, 1914, 73 W. Va. 792
Pinnell v. St. Louis Etc. R. Co., 1924 Mo., 263 S. W. 182
Flower v. London, Etc. R. Co., (1894) 2 Q. B. 65

THE EVENING WORLD'S circulation is a man's sized cross-cut of the most sought-after portion of the New York market. It is a *family* newspaper, favored by the type of families who have made New York the great city it is . . . buying power intensified, the prize stamping ground of manufacturers the world over.

The Evening World's circulation represents 304,242 families you are trying to sell, families alert to the quality, the value, or the convenience of the products you offer, families *able to buy anything you suggest.*

The Evening World is a *foundation* newspaper. Sell its audience and you have sold an influential, prosperous, *basic sector of New York.*

The Evening World

New York's FOUNDATION Newspaper

Pulitzer Building, New York

TRIBUNE TOWER
Chicago

GENERAL MOTORS BLDG.
Detroit

written
that my
Oil Co.
R. Co.
182
R. Co.

name (picture, the above testimonial, etc.) be used in advertisements of Lamppe & Shayde Hats prepared by the H. B. Advertising Company."

A strong argument for the validity of such a form is the somewhat analogous group of cases where infants have consented to be assaulted and, because of their consent, have been barred from receiving damages therefor.¹¹ The most usual case of this type is the case of carnal assault. Unless there be some statutory age of consent, it is well established that consent of the infant female bars recovery.

The reasoning of these cases may well be applied to right of privacy cases. The right of privacy has frequently been called part of the larger right to be let alone—to do as one pleases. If one consents to an assault, one is doing as one pleases. Therefore, one is not wronged. It is not surprising, therefore, that lawyers have looked upon "assault by consent" as a misnomer, for if there were consent, there could be no assault.¹² It seems quite possible that "violation of the right of privacy by consent" may equally be a misnomer.

Precedents on the validity of an infant's consent to be injured are few.¹³ Text book authorities are somewhat in conflict.¹⁴

Comparative certainty, however, is possible at some points. For example, in New York the guardian or parent may consent on behalf of the infant. The statute so provides.¹⁵ Outside New York, a parent or guardian may not consent on behalf of the child, any

more than he may rightfully dispose of his child's watch.¹⁶

The most conservative solution in the case of children is to obtain the guardian's or parent's consent in New York. If practical difficulties prevent a trip to New York the parent's consent should be obtained anyway. While, outside of New York, such consents are valueless from a strict legal point of view, they make the child and parents feel a moral obligation not to sue, and should reduce damages if the case ever reaches a jury. In no reported case has an advertisement been brought to court where some one in the infant's family has consented.

Damages for violation of a child's right of privacy are quite apt to be insignificant in any event. In a recent Ohio case, the newspapers report that a jury found no damages at all. The child was one year old.¹⁷

Conclusion

The right of privacy is probably intended to protect only the living individual, not the business organization or the dead. The interest protected is peculiar to ordinary daily life—an interest which every person has in not being exposed by name or description to the public. An interest like the individual's in keeping out of the public eye will possibly not be recognized in business organizations at all, and will almost certainly not be recognized to any extent greater than that necessary for protection in a business way.

Immaturity of the person whose identity the advertiser seeks to use is not a defense in an action for violation of the right of privacy and is an obstacle to obtaining a valid consent. The difficulties in such cases, however, are usually important only in theory.

11. *Dean v. Raplee*, 1895, 145 N. Y. 319 (girl of 14)
Young v. Johnson, 1887, 46 Hun. 164 (girl of 19)
Champagne v. Hamey, 1905, 189 Mo. 709 (girl of 17)
Witzka v. Moudry, 1901, 83 Minn. 78
12. *Clerk & Lindsell on Torts*, 7th ed. 192
Christopherson v. Bare, 1848. 11 Q.B. 473
13. 13 A.L.R. 402, note
14. *Pollock on Torts*, 11th ed. 160
Salmond on Torts, 58
31 Corpus Juris 1008
Halsbury's Laws of England
15. Secs. 50 & 51, Civil Rights Law

16. *Chicago, Etc. R. Co. v. Lee*, 189, 92 Fed. 318
17. *N. Y. Evening World*, May 21, 1929

Buys San Francisco "Argonaut"

Bruce Ellis, of the San Francisco *Argonaut*, a weekly, has acquired that paper through the purchase of the interests of the estates of J. J. and Daniel Shanedling.

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May 21,

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SYMBOL of the technization of civilization, the word "Detroitism" as used by a current writer practically explains itself, at the same time focusing one's thought on the motor capital of America.



HERE men and machines are hitched together in one vast symphony of industrialism, making a pattern that the rest of the world is following.



IN this area there is but one metropolitan morning newspaper—The Detroit Free Press, with

nearly a century of successful operation and constantly broadening influence behind it.



EVERY other home in this area is a Free Press home—every other home receives its news, its opinions, its suggestions-to-do for the day through this newspaper. Advertising running along in the current of its influence inevitably develops sales power.

The Detroit Free Press

VERREE &
National



CONKLIN, INC.
Representatives

New York

Chicago

Detroit

San Francisco

SOME SIDELIGHTS ON ADVERTISING

Beyond the call of the day's jo



A Boston advertising ag helping a client establish sa representatives in industr centers, arrived eventually Detroit. After hitting pavements for two days and finding no promising prospects he started on a fresh tack.

Calling up McGraw-Hill Detroit offices, he asked for a representative of *American Machinist*. One hour later the *American Machinist* man gave him the names of three prospects. At 9 o'clock the next morning he brought the agent and one prospect over

M c G R A W - H I L L

New York

Chicago

Cleveland

Detroit

St. Louis

INDUSTRIAL PUBLISHER SEEKS IT—58 OF A SERIES

jo

ther and also gave the agent the names of two more prospects.

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cGraw-Hill representatives are not specialists in this sort of thing, but they are rendering little services of this kind somewhere every day. With them it is "in line of duty" just as much as seeing to it that their advertisers and prospects have all the pertinent facts about industrial markets and cGraw-Hill publications.

he ask we hope it will become a habit with industrial ad-
-st. Ortisers and advertising agents to call the nearest
ave hMcGraw-Hill district office when they need help
the no matters closely or distantly related to industrial
spect advertising. If they can't help directly they may be
le to recommend the right source.

L U B L I C A T I O N S

St. Louis
Philadelphia

Greenville

San Francisco

Boston

London

• • • **T**HINK of the 770,440 metropolitan circulation of the Sunday New York American, in terms of a *major market—covered 100% by ONE newspaper.*

For example:—These 770,440 families, homes, and buying units reached by one favorite newspaper, represent a larger sales potential than the entire city of Philadelphia!

P. S. And the total Sunday circulation of the New York American is 1,114,204

The
New York American
A better newspaper

Paul Block, Inc.

National Representatives

New York
Boston

Chicago
Philadelphia

Detroit
San Francisco

Reaching the Basic Market Factor That Controls Future Growth

A Public Utility Advertises to Farmers So That New Businesses May Eventually Be Attracted.

THE market factor which must be dealt with if a business is to grow frequently lies way under the surface of everyday operations. A public utility, for example, may find new industries cannot be attracted to the territory it serves unless agricultural conditions are improved. The market factor in this case, then, which requires attention is not the industries to be attracted, but the agricultural element.

And that is exactly what the Columbus Electric and Power Company is doing—it is advertising to farmers in its territory, urging them to diversify and improve their farms in other ways—all with the idea that better agricultural conditions will mean, in the end, more new industries.

Incidentally, this is regarded as the soundest approach to another phase of the merchandising field now claiming the interest of the electrical industry—rural electrification. Officials of this company believe that agriculture must be developed to a point where both the farmer and his banker recognize that electrical aids fit in to the farm program on an economical basis, rather than as a somewhat doubtful experiment—in short, that agriculture as a whole must yet be educated and developed up to the understanding and use of electricity on the farm.

After many months of preliminary work, the campaign proper got under way last winter and has been since that time the subject of much favorable comment. The Columbus Electric and Power Company has contracted for paid advertising space in the columns of every newspaper, daily or weekly, located in the territory served by its lines.

In these newspapers, the campaign will run for forty weeks or more. It deals with the natural resources of Southwest Georgia

in a comprehensive way. Opportunities and limitations are being so clearly presented as to inspire the citizen for the part he may be called upon to play in the development of his section and direct his efforts along practical lines. The co-ordination of individual effort into community programs will be a feature of this campaign.

Since the company's attitude has been that agricultural development is the fundamental step toward creating those local conditions that attract new citizens and bring about steady and logical industrial development, much of the campaign is devoted to diversified production programs for farms and the marketing of the agricultural products of Southwest Georgia. In this series, the farmers of this territory are given the benefit of the latest developments and discoveries of agricultural science, and communities are being shown how to capitalize their commodities in the most effective manner.

All that part of the campaign having a bearing upon agricultural resources and their development has been based upon a study of this section by specialists of the Georgia State College of Agriculture, made under an agreement between the college authorities and the company. Before publication, all advertisements are checked by the college. Each advertisement is supplemented by a comprehensive special article on the subject it covers prepared by the experts in charge of this line of work at the college.

This arrangement with the State College of Agriculture insures that all discussions will be able and practical, and that the suggestions given Southwest Georgians will embody the best and latest information available to agricultural scientists.

The chief factor depended upon for following up this work will

be the county demonstration agent, through whom the Georgia State College of Agriculture maintains its close contact with the farming interests—in fact, an important purpose of the advertising is to sell the individual on the effective aid these demonstration agents can render. A determined effort is being made to secure an agricultural agent in all those counties that are now without this service.

In the advertising relating to various crops and farm activities, there will be printed a list of publications available from the State College and the U. S. Department of Agriculture. These will be selected by college specialists for their practical value and clarity.

Several years ago, when the Columbus Electric and Power Company extended its hydro-power service over a wide area of Southwest Georgia, a program of community work to promote the development of this new territory was undertaken. The company urged and assisted in forming country-wide chambers of commerce in those counties that had no such bodies—and few of them did—giving them a set-up of work any community can do to enhance its attractions and promote a greater local prosperity—in plain words, development from within upon a sound basis of natural community resources.

"Agricultural development is the genesis of whatever future is in store for this section," company workers told civic clubs and community leaders. It was pointed out that it is feasible to produce, during the long growing season in Southwest Georgia, a money crop each month for nine months of the year and to fill in the other three months with income from livestock and by-products of the farm—thus bringing about profitable farm production on a twelve-month basis.

"We have reached the inevitable conclusion," declared Alvin T.

Roberts, publicity director, "that to secure the community and sectional development necessary for the continued growth and prosperity of our properties we must do a great deal of work at the foundation. Long ago, we determined that agricultural development is the absolute genesis of whatever future is in store for Southwest

Small Investment... BIG RETURNS ...in Hogs!



E

VERY farm in Southwest Georgia should produce hogs to proper care to the other commodities making up a balanced agricultural program for the farm. Only a small amount of investment is required. You can raise a considerable amount of hog meat for which you must pay no cash from your earnings. While the market price of hogs is probably the most remunerative outlet for which there is also a ready market, you can have a more profitable crop if you can raise hogs to meet the trade requirements. If you offer your hogs to the producer of bacon, offer you quick turnover, and

and you will receive a premium for hogs weighing from 175 to 225 pounds.

Land production is no longer a factor in the hog raising business. The following section measures a quick turnover of your pigs and more profits.

The market price of hogs, particularly raised here recently, is cheaply and readily produced. The Georgia State College of Agriculture shows that one acre of corn will produce 200 pounds of hog meat, and one acre of cotton will produce 350 pounds of

pork, while one acre of South Carolina peaches will produce 600 pounds of pork.

The long growing season permits Southwest Georgia farmers to take advantage of the market price of hogs. You can raise the summer market which is the highest. In addition to the market value of hogs, they have great value as a meat product for wherever needed. The information gained from years of observation and study is available from the Georgia State College of Agriculture. There is no need to go into great detail with the many methods of obtaining a high and remunerative return in the production of hogs. If you offer your hogs to the producer of bacon, offer you quick turnover, and you will receive a premium for hogs weighing from 175 to 225 pounds.

One country in Southwest Georgia during a recent year produced 1,000,000 pounds of meat and SHIPPED IN 1,223 cars. AGAINST the common belief, the market price of our agricultural commodities in this section is that our families are as well fed as the people in the East, and the fact is NOW PROVEN.

**Columbus Electric and Power Co.
South Georgia Power Co.**

*Buyer Manager, 1127 2nd Street, Inc.
COUNT ON YOUR COUNTY AGENT*

Farmers Are Given the Latest Developments of Agricultural Science in This Series

Georgia, and our efforts have been directed along this line.

"Certainly, we want to see large factories all over this section-consuming power. It is because we do want to see these factories that we have set about work to build up those conditions which will bring into being and support factories. New people, new money and new industries do not locate in those communities that make

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Out *Here*, Mr. Forhan, 5 Out of 5 Have *Buyorhhea!*...

AND, incidentally, being very, very largely American-born citizens, they know what a tooth brush is. This would not be impressive if it were not for the fact that these *same* people are equally as *modern* in *all* their habits! *Buying* habits. Their desire to keep apace; to have the *new*; their insistence on being *conspicuously* progressive. ▲ I said these 1,500,000 Los Angeles-and-vicinity daily consumers have *buyorhhea*. They *have!* And the reason is that they have the old dough-ray-me to spend. Harken to *this*: With the exception of New York and those traditionally Harry-Lauderish states known as the New England Group, California has the *highest* per capita savings bank deposits in the nation! ▲ \$409 for *every* individual. One billion, eight hundred thousand in all. Advertisingly speaking, there *is* no richer, more responsive field. Newspaperly speaking, there *is* no medium more successfully geared to local conditions than the Los Angeles Examiner! ▲ What a combination for you manufacturers who have an advanced case of *sellitosis*!

LOS ANGELES EXAMINER PUT YOUR MESSAGE BEFORE THE MODERNS

the loudest claims, but only in those where conditions are such as to promise success. Communities must authenticate their claims by themselves developing and profiting by the advantages they extol.

"So the practical aspects of our present conditions suggest that we should immediately begin to give intelligent attention to the development of our agricultural potentialities in order that we may have the population, the wealth and the vision for the development of the related lines of industry which normally attend agricultural progress. This creates a sound industrial setting."

Appoint Brinckerhoff Agency

The Teter Rabbit Company, Detroit, Mich., has appointed Brinckerhoff, Inc., Chicago advertising agency, to direct its advertising account. Magazines will be used.

The Wolf Hatching & Breeding Company, Gibsonburg, Ohio, and the Glaser Hatchery & Poultry Farm, Dundee, Mich., have also placed their advertising accounts with the Brinckerhoff agency.

All of these accounts will be handled by the Detroit office of the Brinckerhoff agency.

"The Tobacco Jobber" to Change Size

The Tobacco Jobber, New York, will change its page size, effective with the October issue, from 5 by 8 inches, to 10 $\frac{1}{4}$ by 13 $\frac{3}{4}$ inches. The type page size of the publication will be changed from 4 by 7 inches to 9 by 12 inches.

To Merge with "The New Breeder's Gazette"

The Americas, Swineford, Chicago, has been purchased by Samuel R. Guard and C. L. Burlingham, owners and publishers of *The New Breeder's Gazette*, of that city. Beginning September 1, the two publications will be merged.

Columbia Mantel Appoints Chambers Agency

The Columbia Mantel Company, Louisville, Ky., wood mantels, has appointed the Louisville office of The Chambers Agency, Inc., New Orleans, to direct its advertising account.

Knowlton Brothers Account to Devereux & Smith

Beginning January 1, 1930, Devereux & Smith, Utica, N. Y., advertising agency, will direct the advertising account of Knowlton Brothers, Waterbury, N. Y., paper manufacturers.

Freeland & Warren, Inc., Succeeded by New Organization

Freeland, Wansker, Bates & Lawrence, Inc., industrial consultants, has been formed at Boston to succeed Freeland & Warren, Inc., of that city. Associated with the new organization are Willard E. Freeland, Harry A. Wansker, Harold Bates and Clifford E. Lawrence.

New Accounts for Campbell, Lowitz and Whiteley

The Dunbar Flint Glass Corporation, Dunbar, W. Va., manufacturer of glassware, and the Nelson Manufacturing Company, Richmond, Va., manufacturer of Nelson's Hair Dressing, have appointed Campbell, Lowitz and Whiteley, Inc., New York advertising agency, to direct their advertising accounts.

Start New Advertising Business at Cleveland

The E. N. Decker Company, Inc., has been formed as an advertising business at Cleveland. The officers of the new company are Edward N. Decker, president; Jack M. Ballantyne, vice-president; Joseph A. Grotenrath, secretary and treasurer, and John J. Conway, manager of sales.

To Merge as Biltmore-Ero Company

Stockholders of the Biltmore Manufacturing Company, Cincinnati, manufacturer of auto and furniture covers, have ratified a merger with the Ero Manufacturing Company, Chicago. The name of the new company will be the Biltmore-Ero Company.

New York "Times" Transfers L. S. Berger

Louis S. Berger, for the last three years advertising representative of the New York *Times* at Paris, France, has been transferred to the New York office of the *Times*, where he will assume similar duties.

To Represent "International Studio"

International Studio, New York, has appointed Harvey G. Weiss as Western representative, with offices at Chicago, and John B. Dunn as New England representative, with offices at Boston.

H. B. Lent Joins Anderson, Davis & Hyde

Henry B. Lent, formerly with the Gundlach Advertising Company, Chicago, has joined Anderson, Davis & Hyde, Inc., New York advertising agency.



ONE OF THE 5 0 6 EXCLUSIVE- ACCOUNTS !

Unguentine is another of the 506 Nationally Advertised Products that, during 1928, used The Examiner exclusively in San Francisco.

The Examiner, because of its far greater Home Delivered Circulation and the quality of its many features for women, is a natural and logical medium for the advertising of any merchandise bought by women. And, by the way, what merchandise isn't?

Note: These 506 do not include 102 exclusive Financial and Automotive Accounts that bring the total to 608.



San Francisco *Examiner*

MONARCH OF

THE DAILIES

OLD-AND-NEW

One of the 28 Hearst Newspapers read by more than 20 Million People. Member International News Service and Universal Service. Member of Associated Press. Member of Audit Bureau of Circulations.

W. W. CHEW	A. R. BARTLETT	J. D. GALBRAITH	T. C. HOFFMEYER
235 Madison Ave.	3-129 General Motors Bldg.	612 Hearst Bldg.	615 Hearst Bldg.
NEW YORK CITY	DETROIT	CHICAGO	SAN FRANCISCO

Baltimore's New \$8,500,000 Pier

Many millions of dollars are being spent in the enlargement and improvement of Baltimore's shipping facilities.

Among the most recent developments is the new \$8,500,000 McComas Street Pier, just completed.

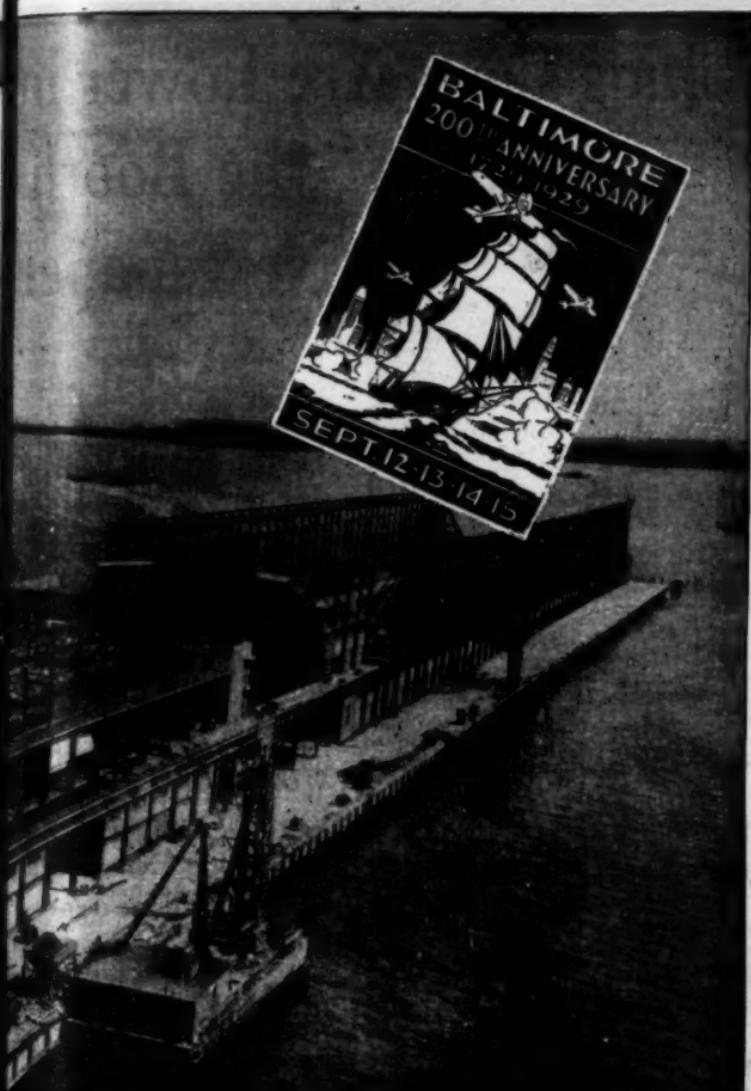
This terminal unit (here pictured) is one of the largest and most modern on the Atlantic seaboard.

Yes, Baltimore is growing. And The Sun-papers are growing with Baltimore. Latest circulation figures—

THE SUNPAPERS in JULY
***Daily (M & E)* 292,888**

9,854 Gain over July, 1928





THE



SUN

MORNING

EVENING

SUNDAY

JOHN B. WOODWARD
Bowery Bank Bldg., 110 E. 42nd St.
New York

C. GEORGE KROGNESS
First National Bank Bldg.
San Francisco

GUY S. OSBORN
300 N. Michigan Ave., Chicago

JOSEPH R. SCOLARO
General Motors Bldg., Detroit

A. D. GRANT
Constitution Bldg., Atlanta, Ga.

Selling Costs Are Lower in the Booth Newspaper Area



They are lower because this one group of evening newspapers reaches practically every home in this market which includes the best of Michigan outside of Detroit.

When you use The Booth Newspapers, you cover a big metropolitan market without duplication and at one rate.

Booth Newspaper coverage is actual one paper coverage.

Grand Rapids Press

Saginaw Daily News Jackson Citizen Patriot Muskegon Chronicle
Kalamazoo Gazette Bay City Daily Times Ann Arbor Daily News

I. A. KLEIN, Eastern Representative
50 East 42nd St., New York

Flint Daily Journal

J. E. LUTZ, Western Representative
180 North Michigan Ave., Chicago

BOOTH NEWSPAPERS, INC.

Central Office, 2500 Buhl Bldg., Detroit, or any newspaper listed

The Three Hellish Gifts of Salesmanship

A Reply from England to James Maratta's Article, "The Three Divine Gifts of Salesmanship"

By P. Garfield Blake

Advertisement Consultant, London, England

JAMES MARATTA tells us that salesmen are born.* Since this is an experience common to us all, we will accept the statement as true and confine our attention to disagreeing with practically every remaining word in his article.

First of all let it be clear that it is only an average English business man writing, one who time and time again has taken off his hat, and hopes to have many more opportunities of doffing his hat, to his cousins across the herring-pond.

It was an American organization that guided my first steps in advertising. That there was an art in salesmanship was first revealed to me by American authors. Accept me, then, as a candid friend who now seeks to serve you.

There, Mr. Maratta, is the first and only divine gift of salesmanship—an inborn desire to be of service.

The Power of Forceful Speech
—Tish!

The Power of Amplification—
Tush!

Nerve—Tosh!

Let me tell you a story. A young salesman was sent out to sell advertising space in a business magazine to the principal of an English business college. An interview having been secured, he was greeted with: "I am so glad you have called, please tell me something about your magazine." The salesman tried the power of forceful speech and the power of amplification. The buyer supplied the nerve; when the salesman's stock of divine gifts was exhausted. He said: "Go on. Tell me some more."

*"The Three Divine Gifts of Salesmanship," by James Maratta, PRINTERS' INK, July 25.

Today that salesman is reputed to be able to sell anything and has frequently asserted that his selling ability is due to the lesson he received from the principal of a business college. Can you not guess the lesson? Encourage the buyer to talk.

Mr. Maratta tells us that the day he penned his article he turned down an attractive chap who had applied for a job as salesman because he wasn't chatty. Mr. Maratta's own words were: "For at least a half hour I tried my level best to open up a conversation." Note this please: Mr. Maratta was a buyer and exercised the prerogative of the buyer—to talk. Over here, when we're engaging salesmen we turn down the chap, be he attractive or otherwise, who is chatty, because we know that while he's chatting the buyer won't be able to tell him what lines he wants.

Brevity Is the Soul of Stock Exchange Jobber's Wit

One of the best salesmen I know was, before the war, a jobber on the London Stock Exchange. The business of a jobber is to name two prices for each of the stocks in which he deals. A broker will name a stock, the jobber replies 97-97½, which means he'll buy at 97 or sell at 97½. Jobbers are not garrulous, they don't spend half an hour trying to discover whether the broker is a buyer or seller. Brevity is the soul of the wit of these men.

Another excellent salesman I know was an erector of fencing before he took to the road. For years this man worked in the heart of the country. For days and weeks on end his only company were his thoughts—a poor training for forceful speech and amplification,

alias exaggeration, or, as we prefer it, lying.

With all respect, Mr. Maratta, I submit that you can make a good salesman, provided you know the gift a good salesman must possess to suit your trade.

If it's customers you want, choose a salesman who has the one divine gift of making buyers talk.

If it's just orders you are after, then choose a salesman who has the three hellish gifts of salesmanship—the gift of gab; the gift of lying and amazing impertinence.

Was it not your James Russell Lowell who wrote "He profits most who serves best"?

Is *forceful speech* Service? Is *amplification* Service? Is *nerve*

Service? And yet—"he profits most who serves best."

We teach our salesmen that all they have to sell is Service. Your Claude Hopkins taught us this, and yet you're forgetting it.

James H. Collins wrote the first yarn I ever read on selling talk. I was very young at the time, but I remember it and there's not a word in it about forceful speech.

Horace Lorimer, in "Old Gorgon Graham," expressed his opinion about nerve.

Now, who's right, James Maratta or the others?

A closing word. Don't send any forceful speech and amplification merchants over here if you want to sell in this market.

What Groucho Says

An Advertising Agency Account Executive Gives a Definition of His Own Title

MET a nice young man at a client's office the other day. Fine, innocent, earnest boy. If he doesn't know, he asks.

"Mr. Groucho, can you tell me what an account executive does?"

"If I had time I could. I'll make a start anyway. An agency account executive writes copy, just to show how it's done. It isn't done that way and his copy is canned. He suggests lay-out ideas, which are never followed. They shouldn't be. He plays a poorer game of golf than he can, so his clients shall not be beaten too badly. He is a world's leading expert on theater tickets, time tables, speakeasies, shopping for sporting goods, rare editions, wedding presents, magazine free lists, radio sets, hotel accommodations, Yale Bowl seats, bloodied pups, pre-war goods, all of which he is supposed to buy at a discount even when and where they ain't.

"He never remembers a rate but he has access to rate cards. He is sometimes fed by space salesmen, but he fears the complex obligations thus created. To be successful he must be a powerful private orator, able to change the subject six times in as many minutes without losing his stride.

"He is a salesman, not of art, copy and statistics, but of art, copy and statistical men. He is the confessed and declared proponent of the one and only always right agency in the world. He must praise his competitors in such a manner that his prospective client will shun them like a pestilence. He takes Harold Bell Wright as his model of humor, and Babbitt as the opposite to the client he is talking to. Do you get a picture of what an account executive is?"

The young man lately graduated from Rutgers. In his own words, he "majored in Ek." His reply was: "Yes, I think I see—but isn't it all rather uneconomic?"

"Uneconomic to play your fish, when you're fishing?" I asked. "Uneconomic to make even a fool client think he's buying the best there is?"

But this nice, earnest boy didn't get it.

GROUCHO.

To Manage Auburn Front Drive Sales

Wade Morton, formerly manager of contests of the Auburn Automobile Company, Auburn, Ind., has been appointed to the newly-created position of sales manager of the Cord front drive division of the Auburn Company.

Largest

Home-Delivered Circulation on the Pacific Coast

Los Angeles Times

Eastern Representative: Williams, Lawrence & Cresser Co., 380 N. Michigan Blvd., Chicago, 225 Madison Ave., New York. Pacific Coast Representatives: R. J. Bidwell Company, 742 Market St., San Francisco. White Henry Stuart Bldg., Seattle.

When the Camera Goes Modern

Photographic Techniques and Devices That Show What Can Be Done
When Imagination Is Permitted to Play a Part

By W. Livingston Larned

ONE of the healthiest signs of modern advertising art is the cheerfulness with which it throws off a one-time favorite and undertakes some new adventure into the unusual, the new and even the startling. It is this restless change from season to season that keeps all advertising young in spirit and far more interesting to the eye.

Modernistic art had its high hour of universal acclaim and is now giving way to other forms, slowly but surely. You see less of it and its bright fires are burning with a reduced glare. Not that the modernist's day is over by any means. The daring thing was done, traditions smashed to smithereens, and hide-bound conventions tottered from their ancient thrones. The modernist said that all lettering need not be on a straight line and that to put up a barrier to the unconventional in composition was a mossy mistake. These ideals which he has given us, after a brave battle, will always make their presence felt in years to come. We owe much to him and should be eternally grateful. But advertising is ready for a new coat and a changed pictorial regime and pace.

"The king is dead, long live the king." It is at this critical hour that the professional photographer steps into the limelight with the cry: "I can do it, too, and with an individuality all my own. Just watch!"

During this interim of uncertainty, while a nice, new art atmosphere is being sought, the camera may lay claim to not a little resourcefulness because of the numerous advances it has made along similar lines. There never

was a time in the history of photography that such an interesting amount of cleverness and inventive genius was displayed. It is really quite important if you stop to consider the natural handicaps of the photographic gallery and the me-



When a famous entertainer comes Southern stage into the microphone, the tone quality of his voice is reproduced in the home depends on the balance of the electrical units in the receiving set. Unbalanced sets rob the singer's voice of its personality, cause blur and tone distortion. Because of superior circuit balancing in all units, Philco Balanced-Gain Radio gives you tone of revolutionary richness, clearness, volume. "...AND THEN HE GOT A PHILCO!"

These Pictures Tell Philco's Story of Unbalanced Radio in a Graphic Manner

chanical limitations of even the most wonderful lens. Perhaps it is in the copy-sense approach that these camera innovations excel and attract so much attention.

The theme on which they are based is novel and unconventional. The idea is as significant as the handling. A splendid thought is sufficient to inspire an exceptional pictorial interpretation. In far too many instances, illustrations for advertising are started on a weak

The Largest CIRCULATION in LIBERTY'S History

Since August 1, LIBERTY'S circulation has increased more than 200,000 in successive weekly jumps.

As usual, LIBERTY had no summer circulation slump. By the middle of the summer, the newsdealer demand became so great that the print order had to be increased every week.

Print order figures on seven successive issues follow:

Issue	Print Order
August 10th . . .	2,160,000
August 17th . . .	2,175,000
August 24th . . .	2,235,000
August 31st . . .	2,260,000
September 7th . .	2,275,000
September 14th . .	2,300,000
September 21st . .	2,350,000

[Net paid figures not yet available]

No increase in rates! The highest circulation in LIBERTY'S history. LIBERTY employs no subscription solicitors. 99% voluntary news-dealer sale, with greater concentration in major markets than any other large national magazine.

L I B E R T Y
A Weekly for Everybody

National

and Aeronautical Exposition

Cleveland Airport
August 24—Sept. 2



Here's NORMAN SIEGEL, Press Aviation Editor. A recognized authority on his subject, his daily column always contains exclusive aviation news

THE National Air Races, now being held at Cleveland, mark the culmination of The Cleveland Press' efforts, over a long period of years, to make and keep Cleveland air-minded. This newspaper was the first in Cleveland to recognize Aviation—as it recognized Radio—as a great industry with a great future. It was the first to devote a regular portion of its space to aviation news, and the

The Cleveland

Detroit • Atlanta
San Francisco

THE ADVERTISING

NATIONAL ADVERTISING
230 Park Avenue, New York, N. Y.

Air Races



...now
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f the TRUE Cleveland Market.

Press

ADVERTISING DEPARTMENT
New York
Michigan Blvd., Chicago

NEW IN CLEVELAND



*First in
Cleveland*

Philadelphia
Los Angeles

Multiple★ Advertising

**It doesn't take
much to make
250,000 worth
a million—
through multiple
advertising**

College Humor

M A G A Z I N E

★ Containing or
consisting of
more than one;
manifold; a re-
sultant of multi-
plying a quantity
by whole num-
bers.

—*New Standard
Dictionary.*

College Humor is read
by more college people
than any other national
magazine

1050 No. La Salle Street, Chicago, Ill.
420 Lexington Avenue, New York City

foundation, dispiriting to photographer and artist alike. There is nothing to "take hold of."

A striking example of this very plan is to be found in the current series for Philco radios, photographically illustrated. The idea for the pages, binding them together in serial form, might well cause any camera expert to exert himself.

In each advertisement there are two side-by-side pictures, identical as to subject matter and differing only in the manner of their camera handling. Some radio reception is misty, blurred, uncertain; the Philco claim is for sharpness and absolute clarity of tonal detail. It comes through clean. And to illustrate the idea, photographs have been made of a number of musical subjects—a quartette singing, a xylophone player, a pianist, a vaudeville act. The suggestion of "unbalanced radio," or distorted tone, is visualized by means of these subjects camera-made and distorted. Faces and figures and instruments are twisted out of shape. Your eye can focus successfully on no single part of any picture. The result is such as might be secured if a photograph was made from a reflection of a person in one of those large distorting mirrors seen at pleasure parks.

Directly beside this is the same identical composition normally focused, sharp as to detail, a perfect reproduction. The fact that some of the photographs are of well-known radio entertainers makes them all the more humorous, interesting and attractive.

This, then, I would look upon as a camera series well above the average in originality and in technique, flecked with the modernistic because of the distorted negatives, and inspired by the basic idea. Before the camera clicked, it was a success. That could be predicted.

The Mazda series of half pages with posed lamps and containers against futuristic backgrounds, and featuring a rather mysterious shadow of the company trade-mark against white or gray areas, should be mentioned.

Although brilliantly composed

and photographed with all the modern tricks of the up-to-date studio, the real novelty of the campaign is the manner in which those trade-mark or monogram shadows are manipulated. It has never been done in quite this daring way before and is therefore a new note in camera illustration.

In order to secure such results it is necessary to "play" with small built-up sets, batteries of lights, camera perspective, and, finally, the



The Camera Achieves Results Here That Are Worthy of the Cleverest Artist

throwing of the shadows by means of large die-cut replicas of the insignia. The monogram dances in a spectral fashion against backdrops, and, while slightly distorted, is nevertheless immediately recognizable. A new idea.

Similarly, in a sense, the present campaign for Woodbury products points to what a vital extent "trick" photography may bring a distinctive note to the pictorial embellishment of an entire series. An idea led the way. The photographer could really grow excited over the problem confronting him. There was genuine inspiration. In

this campaign, still-life studies of the products, quite beautifully composed and meltingly photographed, are relieved by novel backgrounds featuring shadows of hands. And these silhouetted hands always tell a story; a subtle, relevant story, too.

On a modern dressing table are grouped the Woodbury products, together with a limited number of appropriate accessories. and contrasts of light would cause these studies to be real art in their own right, but the shadows or reflections of life in the background constitute the innovation side of the campaign. A man's hand holds a ring, which is about to be placed on the extended finger of a girl's hand. These shadows are dim and phantomlike. It was necessary, of course, for models to pose out of camera range, with only the two hands extended into a battery of electric light.

It is by no means easy to produce camera illustrations of this type.

They demand a vast amount of fussing and experimenting, and the making of numerous prints before a satisfactory choice is arrived at. But it's worth the while. It is this very spirit of research and adventurous investigation that has brought commercial photography up to its current altitude of artistic merit.

Did you see the Warren's paper picture of the business executive at his office desk, a giant in size, just looking up at a tiny salesman who stands at the open door, hat in hand and brief case nervously jiggling? It illustrated "The toughest twenty-five feet in the world"; that span from the reception desk in the waiting room to the buyer's office. The ordeal might well make most men feel "small."

Someone took the trouble to scheme out a basic idea which would permit the photographer inspirational latitude. Such composi-

tions are more than mere photographs; they have color and human interest and, superior to all else, are daring as to conception.

So often the statement is heard: "No photograph can possibly take the place of a good original drawing." But the present-day photographer has contradicted this. By injecting new, original and unexpected themes, techniques and ideas, he has definitely shown that the



It Is By No Means Easy to Obtain Pictures Like This Woodbury Photograph but They Are Worth Trying For

camera is more than a restricted machine for the grinding out of too-literal pictures, characterless from the standpoint of technique.

There is always a "something added" which can be done, either in the studio conception, the lighting or the idea upon which the illustration itself is based. Now and then we find a commonplace subject given glamour by virtue of lighting alone or the method employed in posing the material.

The Gillette photograph, in a noteworthy magazine page, that presented a look-down view of four razors in four different poses, drawn through fresh, creamy white lather, is an instance in point. To illustrate the one right stroke of the safety razor and the faulty ones, this camera study was made. There were no hands holding the razors, no animation beyond the suggestion of it as the blades left

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OVER THE BUMPS ON

THE PROVING GROUND

During the summer, trial issues of **The Business Week** complete in every detail of news gathering, editing, illustration and typography, have been printed and bound and privately tested. Publishing methods have been worked out in actual practice. The editorial organization has had its dress rehearsal.

When the first issue appears September 7th, it will have few of those faults usually taken for granted in volume one number one.

THE BUSINESS WEEK

A Journal of Business News and Interpretation

FIRST ISSUE SEPTEMBER 7TH

A MCGRAW-HILL PUBLICATION

paths in the lather, but there was a definite spirit of originality in this illustration at once noticeable and inviting.

In much the same manner, a look-down photograph was made for Spalding of a number of golf balls collected on a stretch of gravel. They threw deep, black shadows and were variously cut or marred by heavy club strokes—that is, all save the Kro-Flite. "Here is what the guillotine did to five famous golf balls," the caption stated. The composition was such that the balls made a pattern, aided by the sunshine.

The advertising camera can be no more effective in its results than is the genius and the imagination of the individual who presides over it. The more modern method is to put an efficient layout expert and creative visualizer to work on rough idea sketches which, in turn, are given to the photographer as at least a wise starting point for his gallery work.

That there is always something new, despite years of rehashing a subject, is repeatedly shown in our periodical and newspaper campaigns. Observe the new Colgate dentifrice series of photographic illustrations, as smiling faces are silhouetted against black backgrounds. These faces are photographed in such a manner and lighted in such a unique fashion that only the mouth of the models and the white teeth are pronouncedly important, while the features then fade away to nothing, melting, at last, into the background. This, of course, emphasizes the point of sales contact admirably. The campaign has been manipulated so ingeniously that it

seems to be an entirely new note in advertising of this character.

There is nothing quite so static and monotonous as the conventional photographic illustration into which no adventure of the studio or of idea has been injected. And, on the other hand, a strictly modern camera picture is quite as effective as the most ambitious original drawing or painting. Everything depends upon how it's done.

It is no mere accidental tribute to the camera that such a generous proportion of current advertising illustration is photographic. The camera has earned its right to that distinction, although the fight has been constant and only by creating new, startling and distinctive processes and techniques was it possible for photography to become firmly entrenched. If camera artists had been content to go just so far and then stop, it is obvious that photography in advertising would have gone the way of all temporary fads. They are really just beginning to show what they can do.

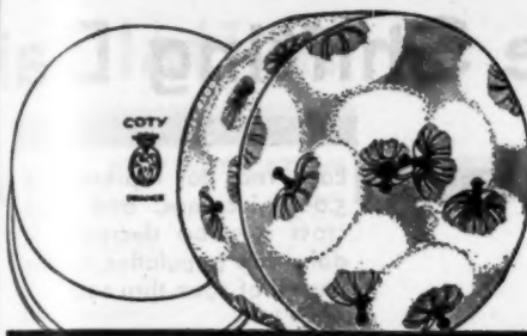
We can undoubtedly look forward to seeing a continuance of originality in photographic treatment in advertising. There must still be many startling and powerful photographic possibilities that lie hidden in the camera waiting for the advertiser who is looking for something different.

Death of A. A. Wensinger

Andrew A. Wensinger, president of Wensinger & Company, Toledo, Ohio, outdoor advertising, died at that city recently. He was sixty-four years of age. Mr. Wensinger has been associated with outdoor advertising business all his life. He founded his own company at Toledo in 1886.



Colgate Is Using the Camera to Secure Unusual Pictures for Its Advertising



LES POUDRES COTY

FOR the first six months of 1929, the circulation of The St. Louis Star averaged 149,494 copies per day, the highest six months circulation average in its history. . . . and 90% of this circulation is concentrated where population is concentrated—in St. Louis and its legitimate trading territory, the most highly concentrated circulation of any St. Louis newspaper. (Only 66% of the morning newspaper's circulation reaches this profitable territory.)

advertised in St. Louis
exclusively in
THE ST. LOUIS STAR
and the other large
evening newspaper



This is one of the important reasons why The St. Louis Star, in the first seven months of 1929, showed a gain of

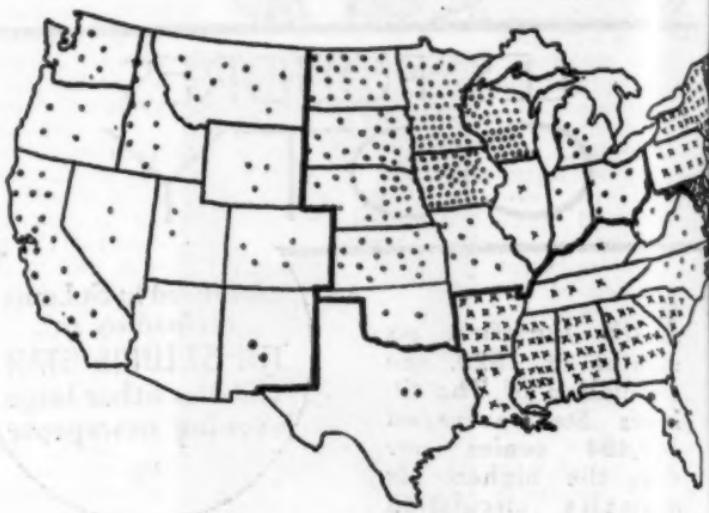
**349,157 Lines
in National
Advertising**

THE ST. LOUIS STAR

National Advertising Representative—GEORGE A. McDEVITT CO.

The Shifting Dairy

Each red dot represents a 5,000 increase, and each cross a 5,000 decrease, in dairy cow population for the period of 1920 thru 1926.



Successful Farming reaches more farm homes in the rich North Central 13 "Heart" States than does any other farm magazine. It is in this region of America where half the nation's annual farm cash income is produced.

Successful

MORE THAN 10 MILLION

The Meredith Publishing Company

Branch Offices: NEW YORK CHICAGO ST. LOUIS

Population

DAIRY COW POPULATION

Rhode Island	21,961
Delaware	33,793
New Hampshire	81,504
Connecticut	112,623
New Jersey	122,384
Massachusetts	144,898
Maine	151,977
Maryland	172,581
Vermont	279,448
Pennsylvania	859,711
New York	1,370,060
Wisconsin	1,951,527
Minnesota	1,311,879
Ohio	839,880
Illinois	833,097
Michigan	806,201
Iowa	690,411
Indiana	596,379
Missouri	516,787
Kansas	380,150
Oklahoma	360,297
North Dakota	312,035
South Dakota	343,336
Nebraska	229,461
Alabama	304,660
Arkansas	271,157
Georgia	257,151
Kentucky	387,592
North Carolina	252,387
South Carolina	146,556
Texas	731,491
Virginia	291,651
California	557,968
Colorado	159,226
Montana	102,769
Oregon	205,057
Washington	266,916
Florida	43,638

Farming

AN MILLION CIRCULATION

Publ. by Des Moines, Iowa

ST. LOUIS . . . KANSAS CITY . . . MINNEAPOLIS . . . SAN FRANCISCO



THE THIRTEEN
"HEART" STATES



NEW ORLEANS'

NINTH ANNUAL

DOLLAR DAY

Dollar Day! New Orleans' midsummer merchandising event, long awaited and profitably remembered by sellers and buyers alike. Wednesday, August 14, was the ninth annual Dollar Day sponsored by The Times-Picayune, when Mr. and Mrs. New Orleans put in a big day and went home bargain-happy. The theme song was music to the merchants' ears—"Sold out!"

As for Dollar Day advertising, The Times-Picayune broke all Dollar Day records with 67,208 lines of D.D. copy in the issue of August 14.

The Times-Picayune

In New Orleans

Representatives: Cone, Rothenburg and Noee, Inc.
Pacific Coast Representatives: R. J. Bidwell Co.
Member 100,000 Group of American Cities, Inc.
Member Associated Press



Craftsmanship Will Never Be Crowded Out

The Medium-Sized Specialty Business Can Exist on a Quality Basis
Even in This Age of Mergers and Mass Production

As told to Roy Dickinson by

Samuel Hawkes

President, T. G. Hawkes & Company

EVERY time some giant manufacturer tells me that the Hawkes glass company ought to go on a mass production basis, and that suggestion is made more frequently today than ever before, I am reminded of Baron Stiegel. Any collector will know immediately to whom I refer, but for those to whom a glass is just a glass I will explain that the Baron had a 729-acre tract at Manheim near Philadelphia and flourished from 1763 to 1780. The large size of the tract insured an ample supply of wood, which was the fuel of the period, and the Baron was a real glass manufacturer. He was a unique and picturesque figure. He built himself a mansion above the town which grew up around his industry, and drove about with a four-in-hand. At one time he employed almost 200 people in his glass works and that was a very large personnel for the time. His glass was a product of craftsmanship. It brought good prices even then. But he listened to outside advice, went into other lines, over-expanded and went broke. These two interesting facts remain: Whenever a bit of Stiegel glass comes to light today it brings a high price. And at our plant in Corning we are making reproductions of Baron Stiegel glass which also bring high prices.

My ancestors over in Ireland used to make the famous old Singing Waterford glass. Their plant was operated in Ireland from 1786 to 1810 and today authentic specimens of old Singing Waterford when offered on sale occasionally at Christy's and other galleries in London, bring really fabulous prices. We are still making faithful reproductions of these old pieces up here in Corning, N. Y.,

which are made possible because of the existence of old records of designs. We find that these reproductions are very popular still among collectors seeking period decorations.

I talk thus about craftsmanship in our own industry because I believe that in many different lines of industry there are men who are being tempted today to give up the quality of craftsmanship idea because they want to grow big. With mergers to right of them, mergers to left of them, they are being told that the days of the craftsman are numbered and that craftsmanship is being crowded out in this machine age.

Still Room for Craftsmanship

I really believe, however, that these alarmists are all wrong. It is my sincere feeling that, although mass production is fine for automobiles, vacuum cleaners, shoes, radio sets and many other products which the living standards today demand, there is still plenty of room, even in all those industries, for the man who has the courage to continue his desire for quality, and to keep up his craftsmanship. Ford and General Motors may grow bigger, but there always will be room for a man who will bring out a new automobile to sell to the discriminating few. He can make a good living by catering to their taste.

Rookwood pottery, Lenox china and other quality products for which America is also famous as well as for its mass production records, will continue to be purchased by people whom mass production has made rich.

To the outsider, the craftsman type of business, such as Rookwood or our own, cannot be under-

stood without an appreciation of its radical difference from large scale commercial industry. The whole history and development of this type of industry centers upon the idea of individualism and the constant progress toward new forms of artistic expression. Mass production, improved factory methods, low cost of production, duplication of process and all the usual attributes of modern industrialism are directly opposed to our methods.

Look back on the history of any product in its development, during the period of the machine age, and you discover a certain characteristic about mass production and also about craftsmanship which will illustrate why I believe the latter is here to stay. A watch, for example, was at one time an expensive article and some expert craftsman might have spent years in making it. It was a product that only the rich could afford, but it filled a definite need. In the course of time came the machine. Suddenly it became possible to turn out a good watch for \$48.50. At once a tremendous opportunity appeared because there were thousands who wanted a watch at that price. Production was speeded up. The need was filled and then production stagnated to a level of current demand. The country was filled up with watches. Increasing sales resistance had to be beaten down by high-pressure sales methods. A certain type of advertising and salesmanship was worked out to compel you and me and my neighbor to want a better watch, one for evening wear, another for golf, another for the office, or a certain type of watch as against another. Each one of us became the center of forces which were trying to compel us to give vent to yearnings for more watches.

And this process took in other lines. A man making typewriters urged the customer who already had one typewriter to buy another to match the coloring of his desk. All sorts of clever and ingenious devices were worked out to make more and more people want more and more things. That in turn gave employment to more people

who made more money and kept the big wheels turning.

I have no quarrel with the mass production method because it has raised the level of living and because the owners of mass production plants are my customers. For what becomes of craftsmanship in a case like this? It means that the people who have gotten rich through mass production methods want something different and individual. That is where a business such as ours comes in. The man who has bought all that he needs, and more, too, looks then for some product which has on it the artist's name, which is in a different class, which represents quality in the highest degree, and which he can show to his friends as an indication that he has arrived. There will always be enough people getting rich through mass production methods to demand in their own homes and for their own particular use the unique products of the craftsman. That is why I maintain that the craft business can go hand in hand with mass production.

Even Quality Products Must Be Sold

All this does not mean that we are not highly interested in selling the product of our craftsmen. In one room in our plant there are more copper wheel glass engravers than in any other factory in the United States. To market the products of these men and the other skilled craftsmen in our plant who make all sorts of glassware, from a product at a few dollars to a complete service of rock crystal glass retailing at \$21,000, requires a high order of skilled salesmanship. We do not believe that the modern craftsman dare sit back and wait for customers to discover who he is and what he makes. He must use some of the sales methods of his mass production rivals, but more often more of a personal touch is required than the big companies are able to give.

We have had our full share of unusual sales. I recall one such sale in particular. A very rich man and his wife, we had discovered, were in the market for a complete service in glassware. I sent a



Every year shows increased dominance of the Times-Star in the Cincinnati market. Radio is no exception, nor should it be, considering the potential of the Cincinnati market for Radio Sales.

Only 37.22%—(59,373) of the 159,518 Metropolitan Cincinnati families own radios, but of this number 43,428 receive the Times-Star in their home every day. A tremendous market and a dominant medium.

For the first six months of 1929 the Times-Star carried 334,599 lines of radio advertising: a gain of 196,479 lines

over the first six months of last year. Cincinnati's second paper carried but 166,167 lines in the same period. In fact, the Times-Star for the first six months of 1929 led all other Cincinnati newspapers in radio advertising (daily and Sunday, 6 issues compared with 20) 45,247 lines.

Total Radio
Advertising for
First Six Months,
1929

Times-Star	334,599
Second Paper	166,167
Third Paper	67,604
	(daily and Sunday)
Fourth Paper	55,581
	(daily and Sunday)

Cincinnati is an ideal market and the Times-Star is a true merchandising medium, providing advertisers with the major selling force.

The Cincinnati Times Star

Eastern Representative
MARTIN L. MARSH
24 West 40th St.
New York City, N. Y.

Western Representative
KELLOGG M. PATTERSON
904 Union Trust Bldg.
Chicago, Ill.

good salesman out to see them with definite instructions as to how he should display his merchandise. I told him, instead of getting a room in a hotel, to secure a parlor and take one piece of this exquisite glass which we had made especially for the occasion and have it lighted from beneath.

We had priced the set at \$700 a dozen. How much of it he would sell was up to the salesman, as was also whether or not he would get the order at all.

He followed instructions and did even better than I had expected. When the rich man and his wife came into the room, accompanied by our retail dealer of that city, there was nothing in the room but one piece of glass on a table draped in black, lighted from beneath ingeniously.

The salesman also did a logical selling job. The price seemed high. But when he explained that it was a unique, not to be duplicated service, when he went into the history of our business and what we were trying to do in American glass making, he finally landed the order. He had made a real sale, for the total amount of the glass he had sold to this one man for his home use amounted to \$21,000.

Whenever we ship a piece of glass to the exclusive retailer with whom we deal in each city, we enclose a printed message to the final owner of our crystal glass. This says that we are glad that he has added this masterpiece of genuine Hawkes crystal to his collection, and then we say, "We want you to know that you cannot secure any that is better because none better is made. The makers of Hawkes fine crystal take just pride in their product and permanently stamp the name or its trademark on each piece."

On some of our more exquisite pieces the artist's or engraver's name is engraved on the glass in facsimile signature. We also print separate thumbnail booklets on our cigarette jars, boxes, special bottles, perfume bottles, ice tubs, picture frames and other products in glass and silver which we produce. We advertise to the trade, and in certain consumer publica-

tions we display certain of our products.

But we refuse to increase our production to a point where we will become big. We prefer to stay in the small class, making a product which others cannot duplicate and getting a fair price for it.

On the end of an iron blow pipe, a tool as old as the potter's wheel, the skilled craftsman gathers the requisite amount of molten glass, rolls it dexterously on an iron table or wooden block and puts his personality into the production of the product he is working on. As the skilled craftsman blows down the pipe making the glass, soap bubble fashion, at the same time deftly shaping, altering, coaxing into form and proportion with cunningly devised tools, he is starting the creation of a bit of personality which it is up to us to market to our logical prospects. In a country where mass production is making people rich there will always be plenty of prospects for the producer of the craftsman's art.

It seems to me, therefore, that every manufacturer in almost every line who puts into his manufacturing and his selling methods a full measure of his personality and the personality of his craftsmen, and offers a real opportunity for the buyer to believe in what he makes as something a little bit out of the ordinary, is not going to be crowded out in this machine age.

So we always thank the man who wants us to change our methods, who wants us to join in the race for more production. We thank him and then continue on the same line as our ancestors did over in Ireland, producing the best product we know how to make and selling all of it we are able to produce.

Death of Roy R. Bailey

Roy R. Bailey, president of Bailey, Walker & Tuttle, Inc., Chicago advertising agency, died at that city on August 26. Prior to the formation of this agency, he had been, for three years, with Williams & Cunningham, Inc., at Chicago. Previous to that he had been for four years with the H. W. Kastor & Sons Co., Inc. At one time he was advertising manager of the Elgin National Watch Company.



As in every other line—

The Washington, (D. C.) Star Holds Significant Lead in Radio Advertising

Here are the figures for the six months ending June 30, 1929:

Star.....	307,883
2nd paper.....	134,571
3rd paper.....	115,349
4th paper.....	71,118
5th paper.....	26,205

What is still further suggestive, these figures represent an almost 100% gain for THE STAR over the corresponding period of 1928; while the total lineage nearly EQUALS THAT OF ALL FOUR OF THE OTHER PAPERS COMBINED.

The upwards of 800,000 people constituting the Washington Market are radio-minded, with the means to indulge their inclinations—and they can be reached with ONE appropriation, through ONE newspaper—THE STAR—Evening and Sunday.

Detailed information concerning the Washington Market and its radio possibilities will be furnished upon request by THE STAR'S Statistical Department

The Evening Star.

With Sunday Morning Edition

WASHINGTON, D. C.

New York Office:
Dan A. Carroll
110 E. 42nd Street

Chicago Office:
J. E. Lutz
Lake Michigan Building

Where the seventh day reveals the value of the other six

FIND a newspaper that holds its readers seven days a week, and obviously you have found *home strength*.

By this token, there's a situation in Boston that can't be overlooked by any advertiser who aims to strike home.

Three Boston newspapers carry the bulk of the advertising. On Sunday, in the Metropolitan district, one of these loses a third of its week-day readers. Another loses nearly two-thirds. *The Globe alone holds its week-day audience practically intact on Sunday*, thus proving itself the established, dependable home paper of Boston.

Cold reasoning? Cold as ice—and just as clear.

If it seems inconclusive, consider the advertising experience and present program of Boston merchants, whose business depends on reaching the home . . . *They are placing more advertising in the Globe, seven days a week, than anywhere else.* The department stores not only use as much space in the Sunday *Globe* as in the next three papers combined, but 48% more space in the *Globe*, seven days a week, than in the second paper.

Many national advertisers are following suit. With due regard for A. B. C., they are also keeping in mind this X Y Z of proven home strength.

THE GLOBE built up home appeal from the very beginning. Its present widely popular Household Department grew out of the first woman's page in American journalism, established by the Globe 35 years ago. Its local news has always been the most complete in this self-contained community. Its school news keeps to the forefront. Its sport pages are read throughout New England and quoted throughout the country. And it gives Boston's substantial business men the news that business men want.

Moreover, the Globe always has been free from bias in politics.

Of course you can "reach" many Boston homes without the Globe. But to do a real selling job in the majority of homes in this trading area where average family wealth is \$9000, the Globe has become essential.

All the facts are contained in our booklet, "Reaching Buying Power in the Boston Market." Write for a free copy.

The Boston Globe

No Babying—This New Product Had to Swim or Sink

To Establish a New Radio Tube This Firm Shoved It Out to Sell Not Only Itself, But the Rest of the Line as Well

OCCASIONALLY, a company is convinced that it has a production "scoop"; in other words, that it has developed a new product which possesses certain definite advantages over any other item in its class. This is always a pleasant situation. But a production "scoop" is likely to mean very little unless it can be followed with an equally outstanding distribution "scoop."

Recently, the Sonatron Tube Company felt that it possessed a production scoop—a new radio tube. It determined to follow this with a distribution scoop. The problem was to find the one best way to introduce it. The company knew it would have to give the trade a chance to see for itself what the tube could do. The tube would have to stand squarely and immediately on its own performance. To this ultimate test all products must submit sooner or later. Why not right at the start?

But straight-away sampling of all radio dealers, the Sonatron people felt, might easily prove exorbitantly expensive for the results obtained. Free, unrequested samples carry with them very little prestige for the product being distributed. A slight charge might also prove a barrier to sound and widespread introduction of the new product.

Consequently broadsides were sent to 40,000 radio dealers announcing that two of these new tubes would be sent them absolutely without charge, subject to two qualifications: that the dealer evince his interest in the offer by returning a business reply postcard and, when the tubes arrived, that he equip a radio with them, place a Sonatron display card on it and use the tubes until burned out, keeping a record of the total number of hours operated. The plan was called the Sonatron "Life Test" and was so featured on the display card.

Thus, placed in the hands of as many dealers as would accept the offer, without cost to them, the new tubes would be relied upon to sell themselves strictly on their own performance.

This rather extreme method of furnishing free samples to all radio dealers who wanted them would have undoubtedly meant very little had not the Life Test been coupled with it. That was the touch which dramatized the entire plan. In addition to being undeniable proof of the manufacturer's confidence in his new product, it, of course, furnished reasonable assurance that the dealers receiving the tubes would actually give them a chance to perform. In fact, it made their use a pleasant sort of game.

A "Not for Sale" Label

To minimize any temptation dealers might have to sell the tubes instead of conduct the test with them, each of those given away bore a "not for sale" label.

From this mailing of 40,000 broadsides, there came a return of approximately 14,000 postcards. That many dealers agreed to accept the tubes and conduct the endurance test which the Sonatron people specified. Dealers were to be permitted to test them in a set of their own choosing and under their own conditions.

The tubes were then supplied to these retailers through their jobbers, or in some instances directly through the salesmen of the company. With each set went one of the Life Test counter display cards, printed in colors. The dealer was requested to place this conspicuously on top of whatever set he chose to equip with the tubes and, on the back, to keep a record of the life of the tubes until such a time as the results were to be gathered. For his convenience a schedule was printed on the back showing the month, days

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of the month and providing space for recording the number of hours the tubes were used each day.

The Life Test idea was used not alone to introduce the new product quickly and dramatically to the company's regular dealers, but also to make it known among new dealers. Having once got new dealers to accept this particular tube, it was believed on the strength of their satisfaction with it, it would be a comparatively simple matter in most cases to win them over to the rest of the Sonatron line.

Even though the free tube offer was not designed primarily as a means of attracting new dealers, once it had been formulated, Sonatron saw its possibilities in this direction. Here, the company considered, in our estimation is one of our best products. All right, let's gamble the entire reputation of the Sonatron name on it and offer it free to new as well as old dealers. All these new dealers, if they accept the offer and actually use the tubes, will be excellent prospects for the rest of our line.

As a matter of fact, 45 per cent of replies came from dealers new to Sonatron products. Realizing the high potential sales possibilities of this list, the company followed it up closely, with its own salesmen and, by correspondence, with jobbers and their salesmen. Pointing out to a new jobber the fact that several of his regular dealer-customers were sufficiently interested in the Sonatron tube to conduct its proposed Life Test naturally served as a fine entering wedge for winning him over.

It is fairly accurate to state, then, that the Life Test plan had as its foremost task the job of introducing effectively this new tube to new and old dealers and, through it, to win new dealers and jobbers for the entire Sonatron line.

Moreover, the by-product—the large fund of data which would be gathered on the actual performance of the tube under all sorts of conditions—would prove quite handy itself. The advertising possibilities of this mass of fact material must not be over-

looked. The exact way in which this information is ultimately used will have to remain undecided until it is all in and tabulated.

Apart from the advertising possibilities of the material itself, the company received considerable point-of-sale advertising from those dealers who accepted the free-tube offer. Several of these used the test as an effective window display, placing the radio and the Sonatron card directly in their window together with display cards of their own calling attention to the date the test had been started.

A few dealers went even farther in appropriating unto themselves the advertising advantages of the idea. For instance, one enterprising radio tube dealer in the East, besides conducting the test in his window, announced in large lettering on his window-pane that a free set of tubes would be given the person making the best guess concerning how long the tubes would operate.

All in all, says D. J. Quinn, sales manager of the Sonatron firm, the Life Test plan was pre-destined for success for it rested entirely on the performance of the new product. Naturally, with so much at stake, this performance was tested and re-tested before the Life Test plans were released. This sound checking of their own enthusiasm and faith, Mr. Quinn feels, was the most important single contribution to the success of the entire plan.

"Wall Street Journal" Appointments

Carl P. Miller has resigned as secretary and manager of the Los Angeles Stock Exchange to become vice-president of the Pacific Coast edition of *The Wall Street Journal* in charge of Southern California.

Robert O'Hair, who has been in charge of Dow, Jones & Company's activities in Southern California, becomes business manager of the Pacific Coast edition of *The Wall Street Journal*, with headquarters at San Francisco.

L. G. Smith Joins Standard Oil

Leslie G. Smith, for the last six years with the Cleveland branch of The H. K. McCann Company has been appointed as assistant to A. M. Maxwell, vice-president in charge of sales of the Standard Oil Company of Ohio, Cleveland.

The Greatest Research Department in the World

A manufacturer wanted some facts. They related to the number of women in the United States gainfully employed. It was important that those on farms and in small towns be eliminated from the figures.

He had sent to Washington for the information and had received back a great mass of documents containing employment statistics. No doubt the figures he wanted were there. But the task of getting them into the desired form was so formidable as to be discouraging.

He took the matter up with us. We immediately communicated with our Washington office. Within forty-eight hours we were able to give our client the facts he wanted in the form in which he could use them. Furthermore, we were able to obtain from an entirely separate Washington source another item, not thought to be available, which proved to be of great importance.

* * *

The various government departments at Washington are a vast storehouse of facts of value to business men. Reports, both of a public and of a confidential

nature, pour into these departments day after day from all over the world. The policy of recent Washington administrations has been to make these departments of the utmost possible service. Certainly every effort is made to answer requests for information promptly, completely, and as specifically as circumstances permit.

But it is difficult for the average manufacturer, unless he has extraordinary facilities, to make fullest use of this, probably the greatest research department in the world.

The Washington office of Lord & Thomas and Logan gives to our clients the personal representative . . . the man "on the ground" . . . who can obtain for them the facts they want in the form in which they want them. For the past ten years this office has been in charge of a research consultant thoroughly acquainted with all the important sources of information.

This office is at the service of our clients, not only for the preparation of detailed surveys of economic, trade and financial conditions, but also for overnight reports on current developments affecting the business future.

LORD & THOMAS AND LOGAN ADVERTISING

CHICAGO

919 N. Michigan Avenue

LOS ANGELES

1151 South Broadway

TORONTO

67 Yonge Street

NEW YORK

247 Park Avenue

WASHINGTON

400 Hibbs Building

LONDON

Victoria Embankment

SAN FRANCISCO

225 Bush Street

MONTREAL

1434 St. Catherine Street W.

Each Lord & Thomas and Logan establishment is a complete advertising agency, self contained; collaborating with other Lord & Thomas and Logan units to the client's interest.

Return Receipts on Insured Mail

ROBERT WENTWORTH FLOYD
JULY 30, 1929.

Editor of PRINTERS' INK:

What is the experience of other PRINTERS' INK readers in relation to "Return Receipt" for which 3 cents additional fee is taken on each registered or insured parcel?

Has my experience been an unusual one, or does the Post Office habitually accept fees for services which are not performed?

Between July 17 and 20 something over 1,800 parcels were sent out from a Post Office adjacent to New York, "Insured, Return Receipt desired," for which an extra fee of 3 cents each was paid.

Up to date (10 days after last lot went out) only 500 receipt cards have been returned. Practically all of the points addressed were no farther off than Chicago.

Furthermore, in most cases where card has been returned there is no way to tell addressee it purports to be a receipt from, since "Signer's" name is not that of addressee, or if addressee "per" somebody—but just any old signature at all.

Now, cost of parcel and postage ran up to about \$1 each. In order to determine if delivery has been

why return receipts on all the 1,800 parcels referred to in the above letter were not delivered to the mailer. Says Mr. Tilton: "Every effort will be made to obtain return receipts or equivalent evidence of delivery. We shall also endeavor to secure the proper completion of any return receipts which were not correctly filled out."

In the last paragraph of the above letter, the writer asks whether anyone has ever tried to recover the value of an insured or registered parcel that had not been delivered. Answering this question Mr. Tilton states:

"In regard to the point raised by your correspondent as to the obtaining of reimbursement from the Department on account of loss of insured parcels, there is listed below for your information the number of claims paid covering registered, insured and C. O. D. mail, the amount of indemnity allowed, and the average indemnity paid per piece of mail, during the fiscal year 1928."

Mr. Tilton further points out

Domestic mail	Number of claims	Amount of indemnity	Average indemnity paid per piece of mail
Registered	1,738	\$29,982.78	\$17.25
Insured	194,605	1,364,056.09	7.01
C. O. D.	62,609	370,314.99	5.91
Total	258,952	\$1,764,353.86	6.81

made of the unaccounted for 1,300 or more, it would be necessary to send a letter to the entire 1,800. —Because the supposed "receipts" do not, in most cases, tell who actual addressee was, as explained above.

It would appear that \$54 had been accepted as fees for this "return receipt" service. 500, or \$15 worth has ostensibly been rendered. —Only it has not been rendered unless one can tell to what addressee delivery has been made.

There has been so much talk about the dear Public "paying for what they get" from the Post Office that it would be interesting to learn if we "get what we pay for."

Another point—has anyone ever tried to recover value of an insured or registered parcel that had not been delivered?

R. WENTWORTH FLOYD.

WE are informed by F. A. Tilton, third assistant Postmaster General, that the Post Office has taken action to determine

that efforts are constantly being made to improve the return receipt feature of the insurance service. He says that postmasters are repeatedly enjoined, through the medium of the "Postal Bulletin" and the "Postal Guide," carefully to examine all insured parcels to determine whether or not return receipts have been requested.

—[Ed. PRINTERS' INK.]

New Corporation Appoints Byerly Agency

The Korecto Products Corporation has been organized at Cleveland to manufacture bath scales, bridge sets and other household articles. The company is headed by George H. Kleinsorge.

Oliver M. Byerly, Inc., Cleveland advertising agency, has been appointed to direct the advertising account of the new Korecto Corporation. An advertising campaign will begin in September using magazines, business papers and direct mail, in full color.

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Consumer's Suggestion Is Adopted as New Design for Product

Goodrich Invites Indian Chief to Devise New Design of Shoe for Construction of Its Rubber-Soled Shoe Line

By Roland Cole

THE insatiable thirst of the American public for something new—a thirst stimulated and intensified by the growth of modern advertising—is probably responsible for more economic benefits to the country than any other single cause. Without this thirst, both individual ambition and manufacturing enterprise might languish. Because of it, and because it seems to flourish as the result of the effort made to satisfy it, it sets the wheels of industry spinning in a thousand factories. Every article of use and consumption is an imperfect substitute for a better-looking or more efficient thing. The product which is put into our hands today as the latest invention of the hour—the crowning achievement of the manufacturing skill of the moment—looks, when compared with the same product after it has been made the subject of improvement, to be both ugly and awkward, like the first fountain pen or automobile or almost every other product.

One of the most important things for every manufacturer to remember is that no matter how perfect his product may look to him today, improvement is not only desirable but not to be deferred, if he wants to hold his market and extend it. Finding out how to make that improvement and realizing that one of the most unfailing sources of ideas for improvements is the ultimate user or consumer of his product, have led manufacturers to

revolutionary discoveries in a better use of materials, simplification of operations and improvement of merchandising methods.

For over a year The B. F.

Blackfeet Indian Chief

Buffalo Child
Long Lance
Leader in physical
process

Child of the prairie, war veteran, foot-
ball player, letter writer, wrestler, chief of the
Blackfeet tribe, an unusual Indian
and the most perfect living example
of vigorous manhood.

—and in intellectual
achievement

Author of a book translated into six
languages and of numerous articles and
speeches, an unusual Indian
and terrorist, feared as "the connecting
link between red and white civilization."



Watch for the Chief Long Lance Shoe...
Soon to be shown by Goodrich Salesmen

Revolutionary in design, to be backed by
picturesque and dramatic national advertising

Goodrich

How the New "Chief Long Lance" Shoe Is Being
Advertised to the Trade in Business Papers

Goodrich Rubber Company has been consulting with a consumer user of canvas rubber-soled shoes—Chief Buffalo Child Long Lance, a real American Indian. Chief Long Lance was prominently featured in the Goodrich consumer advertising campaign during 1929. His photograph, life, personal history and accomplishments were reproduced and described. His ideas on the importance of developing the muscles of feet and legs and his use and indorsement of canvas



RESULTS
HOTELS AND
RESORTS

One of the 25 out of 36 advertising classifications in which The Press led any other Pittsburgh paper during the first six months of 1929.

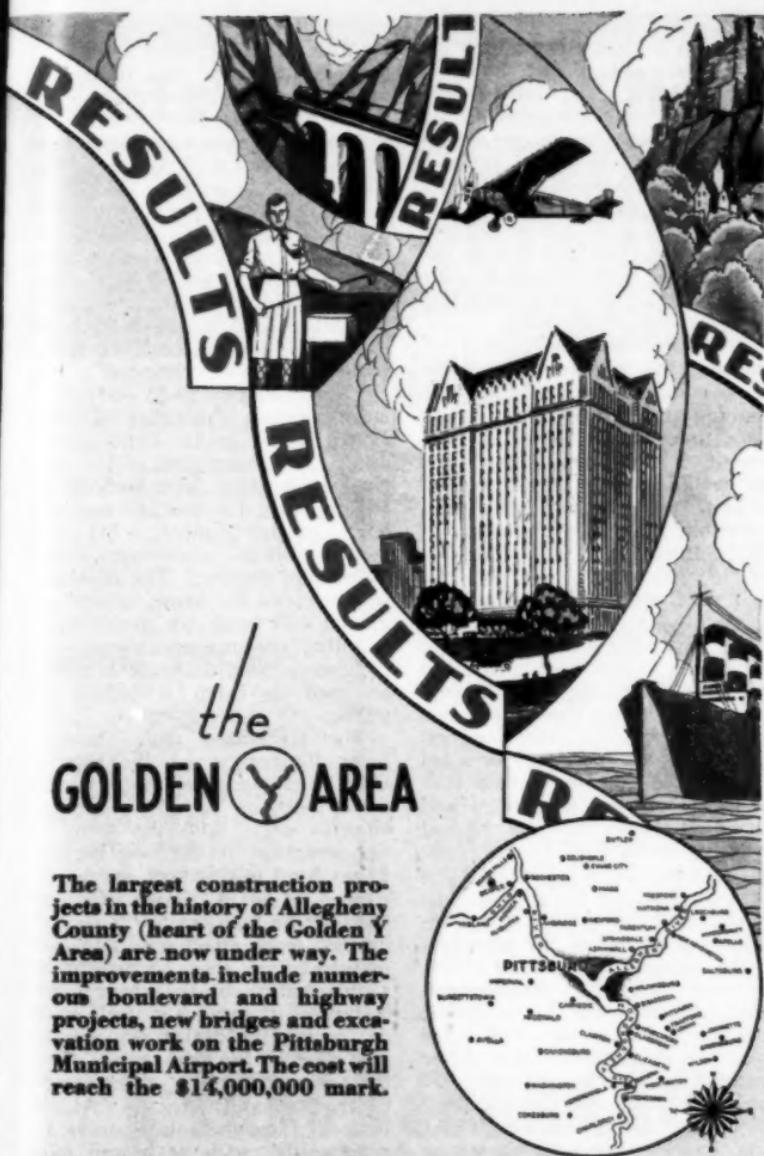
PITTSBURGH... a city where hard work is the theme song of the drama called success. A city... where people work at a swift pace... where people play as strenuously as they labor.

Pittsburgh people believe in the value of a change of scenery. They travel far and often... Spring, Summer, Fall and Winter. And, before traveling they consult the travel columns of their favorite newspaper... The Press.

From consistently obtained results Press advertisers know that Press readers accept The Press advertising columns as a traveling guide as well as a shopping guide. That is why:

During the first six months of this year The Press published 38,706 lines, 58.7% of all travel advertising appearing in Pittsburgh newspapers or almost four times as much Hotel and Resort advertising as the second evening and Sunday paper and more than twice as much as the morning paper.

Measurements by Media Records, Inc. and exclusive of advertising in national magazine section distributed by second evening and Sunday paper.



The Pittsburgh Press

A SCRIPPS-HOWARD
NEWSPAPER

Member Audit Bureau of Circulations
and of the United Press and
of Media Records, Inc.



NATIONAL ADVERTISING
DEPARTMENTS

New York Chicago Detroit
Philadelphia Los Angeles Dallas
San Francisco Atlanta Buffalo

rubber-soled shoes were mentioned in signed statements containing interesting accounts of his boyhood and reminiscences of Indian life. The design and construction of Goodrich Sport Shoes were closely associated in the copy with Chief Long Lance's views on what is the best kind of footwear for use in camp, gym and general outdoor and sport wear. The company has adopted many of his ideas on sport shoe construction and embodied them in the Goodrich line.

About the time the matter of improving its line for 1930 came up for consideration, the Goodrich designing staff invited Chief Long Lance to come to Akron for the purpose of contributing suggestions that would enable it to build a still better canvas rubber-soled shoe, if possible, than its 1929 leaders.

Chief Long Lance had previously sent to Akron one of his own much used moccasins to illustrate his "barefoot tread" theory of shoe design, one point of which is that the bottom of the foot under the arch scarcely touches the ground at all except along the outside side of the sole. He told the Goodrich experts that ordinary rubber-soled shoes do not give the foot a sufficient amount of flexibility, and that to get around this fault he had always cut away with a razor blade that portion of the sole which lies under the inside of the arch. This, he said, gave his shoes a tread resembling the tread of the bare foot on the ground and allowed free play for muscular development. With his moccasin as a guide, Chief Long Lance suggested other changes in shoe construction. After considerable experiment, a new Goodrich shoe came into being which was christened the "Chief Long Lance" shoe and chosen as the leader of the 1930 line of Goodrich Sport Shoes. Specimens were made up, meetings of salesmen in Goodrich branch offices were held, the story of the invention of the new design was told, the shoes were exhibited and the comments of the salesmen were invited. Great enthusiasm for the new shoe was expressed by every person who examined it. Sample

shoes for all salesmen were made up and at the present time it is being shown to the trade and orders for fall delivery are being taken.

Advertising announcement of the new leader was made in the August 10 issue of a leading shoe paper with a double spread under this caption, "Blackfeet Indian Chief Starts New Shoe Design with Razor Blade," followed by the sub-caption, "The dramatic story of a 'Mystery Shoe' which will be the leader of the great 1930 line of Goodrich Canvas Footwear."

The left-hand page carries a large halftone illustration of Chief Long Lance in his chief's dress and a brief description of the principal facts about him, such as his Indian birth, his football and athletic accomplishments, his war record, and his achievements as a writer and thinker. The new shoe is mentioned by name, where and how it will be shown to the trade, and that national advertising of a picturesque and dramatic kind will be used to bring it before the public.

The right-hand page shows a large illustration of the sole of Chief Long Lance's moccasin, a small portrait of the Chief in citizen's dress, and the story of the invention of the new shoe as it has been told in this article. No picture of it is shown, for two reasons; first, to excite the dealer's interest more effectively, and, second, to let the shoe, because of the radical nature of the changes embodied in it, speak for itself without giving the dealer any advance idea of what the changes are. Thus the reference in the advertisement to the "Mystery Shoe." At the bottom of the page its features are summarized, such as braced moccasin grip instep, outside pivot and brake, inside pivot, form-fit tongue and cushion heel.

No exact date is announced for the appearance of the consumer campaign.

Howard F. Weeks, formerly assistant secretary of the publicity and advertising section of the American Gas Association, has been appointed secretary of that section.

This* Is True About THE MAGAZINE of the SOUTH



ALSO TRUE:



You can't cover the Nation without covering the South — and you can't cover the REAL South without Holland's.

*68,000 MORE CIRCULATION
in the South
than any other
Magazine Published

Of the TOTAL of 425,000
only 8% is rural . . . only
20% in cities over 25,000 . . .
72% in small cities and towns;
the Golden Market of the
South.

Holland's

The Magazine of the
SOUTH

Circulation 425,000

*In the South 68,000 More Than Any Other
Magazine Published*

Main Office and Publishing House, Dallas, Texas . . . Eastern Office, New York,
52 Vanderbilt Avenue . . . Western Office, Chicago, 122 S. Michigan Avenue

ADVERTI "THUN

BO

Not once in ten thousand years will the thumbs of two people be identical. Look at your own two thumbs. They are shaped alike, they are the same length, breadth and thickness—both are YOU. Yet they are as different as if they belonged to another person.

The Boston market is just like that. It is like no other market in the country, for the people of Boston are divided into two separate and distinct groups, each differing from the other just as two thumbs differ—yet they are Boston.

Fourth in size, the Boston trading area is rich and prosperous, a wonderfully fine market for advertisers. In no other city in America, except New York, is the population per square mile so densely concentrated. Nearly two millions are within fifteen miles of the center of the city, while another million is within an hour's ride.

To reach this great army of buyers by advertising, it must be remembered that there are **TWO** markets to cover—not merely one. The division has been developing for more than a century. It is a separation resulting from differences in sentiment, in tradition, heredity and environment. The Boston newspapers have long since recognized the situation and have conformed to the dual grouping.



BOSTON HER

TING SAYS UNS UP"

BOON



The Herald-Traveler is the newspaper that enjoys the confidence of one of these groups—the group which advertisers have found, year in and year out, the more responsive to advertising and which buys more frequently and in larger measure. The second group expresses no particular newspaper preference and so shares its favors among the other three dailies.

Figures compiled by Media Records, Inc., bear out the Herald-Traveler's claim to advertising leadership in Boston. For 1928 the Herald-Traveler carried the largest total of advertising lineage of any Boston newspaper. During the present year this leadership is being maintained and increased. Such preference by advertisers indicates the market of greater profit to advertisers.

To cover one Boston market, and that means both groups, one newspaper should be used to cover each. The Herald-Traveler will take care of the group of greater importance. One of the other three papers can be used to reach the bulk of the other group.

Advertising Representative:
GEORGE A. McDEVITT CO.
250 Park Ave., New York, N. Y.
914 Peoples Gas Building
Chicago, Ill.

For seven years the Herald-Traveler has been first in National advertising, including all financial, automobile and publication advertising among Boston daily papers.

ERD - TRAVELER



Where you can reach the richest suburban markets in the world effectively... only by using the local newspaper!

ALHAMBRA, thriving trade center of a rich area containing 60,000 people, is an excellent case in point. Although Alhambra is only six miles from the center of Los Angeles, the circulation of the Los Angeles daily with the largest outside coverage shows 1,553 copies here.

And much of that is duplicated by the Alhambra Post-Advocate, which shows an *A. B. C. report* of 8,550 copies daily!

Over 90% of the homes of Alhambra are owned by the people living in them...beautifully improved homes at that! There you have the explanation for the finest school system in California, including a million-dollar high school, splendid churches, strong chapters of all leading service clubs and fraternal organizations... an intense local pride and civic loyalty manifest on every hand! And that also explains the eight to one ratio of circulation in favor of the Alhambra Post-Advocate. The home-owning citizens of Alhambra find the local news they want only in their own newspaper!

\$23,500,000 in manufacturing for the first six months of 1929...bank deposits of over \$8,000,000... average monthly clearings over \$2,500,000... an automobile for every three people is ample evidence that, as in other Southern California suburban markets, you are tapping the highest average family buying power in the world. And you can tap it effectively only through the local newspaper.

Alhambra Post-Advocate
Culver City Star-News
Glendale News-Press
Hollywood News
Long Beach Sun
Monrovia News-Post
Pasadena Post
Redondo Breeze
San Pedro News-Pilot
Santa Monica Outlook
Venice Vanguard
San Diego Union-Tribune

SOUTHERN CALIFORNIA NEWSPAPERS *Associated*

CHICAGO
DETROIT
LOS ANGELES



NEW YORK
PORTLAND
SEATTLE

564 Market Street, SAN FRANCISCO - Kearney 3834

Manufacturer's Retail Store Is Warehouse, Display Room and Dealer Educator

Innovation Trunk Company Uses Its Five Stores for Merchandising Work Other Than Merely Distribution Outlets

As told to Bernard A. Grimes

By A. J. Mirski

Sales and Advertising Manager, Innovation Trunk Company

DISTRIBUTION is never so much a problem of meeting competition as it is getting adequate merchandising co-operation for one's product. I believe more sales opportunities are lost to a manufacturer of nationally advertised specialties through indifference on the part of retailers and their salesmen than a manufacturer ever could begin to saddle on the broad and willing shoulders of that great distribution bugaboo, competition.

For ourselves, as manufacturers, and for our dealers, we need to tackle this lack of dealer initiative.

A manufacturer can do as we have done—get retailers to stock his product so that, at the point of sale, his merchandise is as available as is that of his competitors. He can advertise and develop consumer consciousness for his goods. The degree of preference created, of course, depends on the amount and type of his advertising. He at least has an opportunity to bring his product into the picture along with the products of his competitors.

It is when the prospect walks into the retailer's store that problems largely beyond the control of the manufacturer begin to crop up. If the product is one of frequent purchase, retail clerks sell the brand called for. They might endeavor to substitute an unknown brand but the small unit of price doesn't encourage much more than a gesture to sway preference. Clerks, almost always seeking the easiest way out, seem to have short endurance in actually *selling* a product. Consumers, too, become so educated to suspect the motives of clerks who try to substitute, that small headway is made even

with increased effort. But even in the field of goods with large repeat possibilities advertisers have trouble with the limited selling capacities of most privates in the retail sales army.

The trouble grows as the price scale for merchandise increases. Up and down the line, advertisers suffer from the fact that retailers, for the most part, like to sell something they don't have to talk about. Too few dealers employ proper staffs of salesmen, which means that those dependent upon retail salesmen for final transfer of goods stocked, not only fail to get a "break" but are lucky to get a look in. Advertisers of specialty goods, like ourselves, who spend money to dissipate sales resistance, get consumers to give consideration to their products but their work is nullified by the failure of sales clerks to learn about the goods they have in stock.

Patented Feature Is Chief Selling Point

Take Innovation trunks for example. A retailer carries four or five makes of trunks, including our line. These trunks are made to open at the top as well as down the side. Innovation, through a special patented interior arrangement, makes the open top unnecessary. This feature is our principal selling argument.

Furthermore, by talking Innovation, the dealer immediately puts his store in a "class" and he is in a position to get the right price for the trunk, as the Innovation trunk is not to be had in every store in his particular city. Of course, he must be ambitious or aggressive enough to put himself out, or to

develop himself just a little bit more than the average salesman.

Does the retailer's clerk talk our sales points up and follow through on our advertising? All too seldom. He knows about the trunks with the open tops so why should he talk Innovation if it means he has to get a new sales talk?

Of course, I realize that it is our job to educate the dealer, and his salesmen, to the advantages of our product so that we can get turnover. It is up to us to convince store buyers that he will talk these advantages in our consumer advertising, but store buyers don't always stock a product because of convincing facts put before them by a manufacturer. Some times there are other considerations involved. They've been intimated or explained to us by many dealers but we don't talk that language.

Because it is up to us to point the way, we have gone the whole length in furnishing an example by opening our own retail stores. This does not mean that we are going into competition with our dealers. Our stores, of which there are now five, are located only in large cities where there is plenty of sales potentiality to be tapped. Every sale a dealer can initiate is protected by us, even when he sends the prospect to our store for the actual purchase.

Before the decision was reached to open our own stores, there were a number of alternatives offered to us to overcome the drag that kept us from developing our distribution. It was suggested, for example, that we could take on missionary men and route them among our dealers. Not only would such a plan be expensive but its benefits, we believed, would be transitory and unreliable. What of those dealers whose salesmen were trained and who later changed their line of work?

Then there was the proposition of offering a bonus to dealers' salesmen. That seemed like bribery to us and an unsound basis on which to operate. Chains offered to push our merchandise provided we fixed prices. That wouldn't do

either, for one evil against which we were contending concerned getting the trade to live up to our advertised price.

The best solution was to open our own stores. This was arrived at from necessity. Less than eight months have gone by since the first store, located at Denver, was opened. One at Washington, D. C., one at Hollywood, Calif., and two at New York are now open. Study has convinced us that the step has been a wise one and not merely because of the benefits of added outlets.

These stores, under our system, fulfil two other important functions. First, they act as distributing links for our wholesalers. In this sense the stores constitute branch warehouses. Hand-to-mouth buying is popular in our business. Through our stores it is possible for wholesalers and retailers to get immediately any particular trunk desired.

Second, the stores function as display rooms to which wholesalers may take their customers to look over the Innovation line. As show-rooms, they can be used by retailers in any of the four cities to enable prospects to make a wider selection.

On these two advantages alone we have effected a considerable saving in our costs of distribution and merchandising. Each store manager works hand-in-hand with wholesalers and retailers. The manager of our Denver store is a resident of Denver where he has been engaged in the luggage business for years.

What Other Dealers Think of the Plan

Did our other dealers meet the opening of these stores with antagonism? No, for we conferred with them and pointed out the advantages we believed would come to them. There was less need for a dealer to carry long stocks. He could, as I have explained, send his prospect to us and the sale would be made at the established retail price, the dealer being billed at list price. Further, the dealer or his salesmen on their visits to our store with a customer are constantly listening in on seasoned sales

29, 1929

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MAY WE PRESENT THE NEW LINE-UP?

Coincident with our announcement of the merger of the two best-known publications for boys—**THE AMERICAN BOY** and **THE YOUTH'S COMPANION**—we wish to present the following gentlemen in their new official capacities:



Mr. Elmore S. Murthey has been appointed Advertising Manager. Mr. Murthey was for the last sixteen years Eastern Manager of **THE AMERICAN BOY**. His offices will be at 369 Lexington Ave., New York City.



Mr. John F. Benkelman has been appointed Assistant Advertising Manager to serve the new publication. Mr. Benkelman will be located in the home office, 550 Lafayette Boulevard, West, Detroit, Michigan.



Mr. Oliver B. Merrill, who was Eastern Manager of **THE YOUTH'S COMPANION** for many years, will remain as Eastern Manager for the new magazine. He will be in the New York City office, 369 Lexington Ave.



Mr. C. C. Ryan has been appointed to represent the new magazine as Manager of the Michigan and Ohio territory. His office will be located at 550 Lafayette Boulevard, West, Detroit, Michigan.

The **YOUTH'S COMPANION** combined with **American Boy** Founded 1827

Detroit

Michigan

presentations. Thus they learn how to talk our merchandise from the standpoint of our consumer angle.

Newspaper advertising announces the opening of each store. This medium continues to be used in each of the four cities. Dealers were asked to consider the benefits of this as it would accrue to them. We could not afford extensive newspaper advertising, heretofore, much as we like it, as we were never certain of the support we could muster behind it. With a store concentrating on our line, we have found that increased sales make it more profitable for us to invest in local advertising. Naturally this advertising helps the dealers as well as our own stores. The copy states that Innovation trunks are "Featured by the Best Department Stores and Luggage Shops throughout the World." If a customer of a dealer is contemplating purchase of Innovation merchandise, our dealers have found that he will turn to them.

Dealers also have the benefit of merchandising help from our store managers who visit them and discuss with them new developments that come up in our business. All our dealers share in still another benefit. I refer to national advertising. Better business has made it possible for us to extend our advertising in magazines.

In short, what we have done, as I view it, is to take a merchandising idea from the chain stores. My opinion also is that it is better for the retailer to have the manufacturer go into the retail merchandising business with him than to encourage greater distribution by tying up with chain stores. The manufacturer feels confident that he is getting a better edge on his market and his dealers know that they have a co-operating friend in the city, one who is doing educational work, breaking down sales resistance, ready to help him make a profit, all in contrast to the chain which works to undermine his profit and his business.

If the retailer sees that our stores can sell Innovation merchandise, he gets busy to learn why he can't sell it too. All of which goes back to

the beginning of this discussion. We know that Innovation trunks can be sold provided a fair sales demonstration is given.

We are absolutely convinced that our retail store idea is a practical one. It has received commendation from one of the largest factors in our business who expressed the opinion that we are on the right track. No resentment has been created among our dealers. On the contrary, we have succeeded in increasing the number of our dealers.

Our plan is to extend our number of stores and others are in process of being opened. Of course, these stores have required a larger investment in our business but the returns that are being produced are satisfactory and promise to be more so in the future.

"Packages" Merges with "Barrel and Box"

Beginning October 1, *Packages*, Milwaukee, will be merged with *Barrel and Box*, Chicago. The merged publication will be known as *Barrel and Box and Packages* and will be published at Chicago by the present owners of *Barrel and Box*, The Tradepress Publishing Corporation. E. H. Hickey, editor and manager of *Packages*, will be editor and manager of the merged publications.

Adsealit Corporation Appointments

H. N. Spencer, formerly division sales manager of the Van Camp Packing Company, has been placed in charge of the Chicago office of The Adsealit Corporation, New York. Charles H. Becker, for many years associated with the Johnson-Locke Mercantile Company, San Francisco, has been appointed in charge of The Adsealit Corporation's office at San Francisco.

Appoints W. I. Tracy Agency

The Beneficial Operating Bureau, industrial bankers, has appointed W. I. Tracy, Inc., New York advertising agency, to direct the accounts of its Chicago, Philadelphia, Baltimore, Detroit and Boston offices. The advertising of the company's New York office, the Personal Finance & Thrift Corporation, has been handled by the Tracy agency.

Appoints Hart Lehman

The Durable Toy and Novelty Corporation, New York, "Uncle Sam's" saving banks and cash registers, has appointed Hart Lehman, advertising agency of that city, to direct its advertising account.

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Photo by Quigley, Northwest Airways, Inc.

4 Hours' Flying to Cross Agropolis!

More than 400 miles of steady cruising. Above, the sky—below, home after home of the 1,600,000 people in the Northwest's greatest market.

Homes—good barns—rich land—sleek cattle. Wide roads leading out of the "residential" districts to 522 trading centers. Merchants get their living from the farm customers of Northwestern Agropolis.

Nearly twice the combined population of Minneapolis, St. Paul and Duluth. Income more than a billion dollars a year. A community of homes—the only apartment house in Agropolis is the beehive!

Northwestern Agropolis is not part of the Northwest. It is the Northwest. Get our free guide to this unique spot and see for yourself.


THE FARMER
Farm Stock & Game

55 E. 10th St.
St. Paul, Minn.

Standard Farm Papers, Inc.,
307 No. Michigan Ave.,
Chicago, Ill.



Wallace C. Richardson, Inc.,
250 Park Avenue,
New York

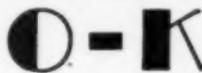
Member Standard Farm Paper Unit

The Cincinnati Post



© 1929

**TWENTY-ONE
OF AMERICA'S
FOREMOST
ADVERTISING
AGENCIES SAY**



These leading Agencies, buying space economically and profitably for scores of accounts in the Cincinnati market, place an emphatic O-K on Post circulation in the O-K Market,—the greatest coverage of Cincinnati's Actual Trading Territory at the lowest rate.

That the O-K Market circulation of the Post is an effective and sound advertising buy is proved by this fact . . . in the first six months of 1929 every major classification of advertising was represented on the ever growing list of O-K accounts.

THE CINCINNATI

CHICAGO
DETROIT
SAN FRANCISCO
LOS ANGELES

NATIONAL ADVERTISING

230 Park Avenue

TAKE YOUR CHOICE

ONE
CA'S
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SAY

National advertisers concentrating their sales efforts on Cincinnati and its actual trading territory will find effectiveness in purchasing

POST O-K CIRCULATION OF MORE THAN 161,000.

On the other hand, those who are merchandising their products thruout the rich Ohio Valley, of which Cincinnati is the principal point of distribution, will find the most economical advertising buy is

POST TOTAL CIRCULATION OF 197,151 (A.B.C.)

(O-K Circulation is purchasable at a slightly lower rate than that asked for total circulation.)

Thus the Cincinnati Post alone offers to National Advertisers an opportunity to buy advertising that coincides with their merchandising plans.

AT Post

ADVERTISING
DEPARTMENT
venue
New York City



MEMBER
AUDIT
BUREAU OF
CIRCULATIONS

BUFFALO
PHILADELPHIA
ATLANTA
DALLAS

A Centenarian *born with the first railroad* Flies

One hundred years sit lightly on the shoulders of the Boston Evening Transcript. Although one of the oldest papers in America, it is the first to adopt air-mail distribution to distant points.

Every day the final complete financial edition is rushed *via air* to the White Mountain resorts, the Cape Cod towns and New York city.

Further proof of the general alertness, general excellence of the Boston Evening Transcript.

Boston Evening Transcript

Highest Ratio of BUYERS to Readers

CHARLES H. EDDY CO.

Boston New York Chicago

R. J. BIDWELL CO.

San Francisco Los Angeles

Yes, the Wholesaler Will Push Advertised Brands

And This, a Shoe Manufacturer Finds, Enables Independent Dealer to
Rise Above Chain Competition

As told to G. A. Nichols

By M. T. Shaw

President, M. T. Shaw, Inc. (Shoe Manufacturer)

If the jobbers of this country could convert themselves overnight into wholesale distributors of standardized branded merchandise, for which dealer and consumer acceptance had been established so that the goods could be sold at a fixed retail price, I honestly believe they would do so. They have been pictured more or less accurately as fighting the good-will created by general advertising because of the longer profit on the unit sale which private brands can yield. But now they are beginning to see the other side. The reason they persist in the old way is that a sufficient number of advertised lines, under the conditions named, are not available to them.

Let it be understood that I am not discussing theory but am trying to tell what has actually come about in our own business. Seven years ago, viewing the plainly apparent decline of the shoe jobber as was evidenced by liquidations and failures, I was inclined to share in the general view that his eventual removal from the merchandising scheme was inevitable. But a vision which I had at that time has been translated so far into reality that I now believe the jobber—particularly the distributor of shoes—is beginning to see how he can work out not only his own salvation, but that of the retailer as well.

The net of my dream was that shoes bearing the manufacturer's brand could be distributed exclusively through the wholesaler and sold by him to the retailer and by the retailer to the consumer at a maintained price all the way along the line. This seemed like heresy at the time and jobbers opposed it. But they now are working enthusiastically with us.

As a foundation for this new kind of wholesaling, there must be two basic and thoroughly worked out principles. The manufacturer must advertise his goods to an extent that makes his brand a greater asset to the wholesaler than private brands possibly could be. And then, he must see that the resale price is rigidly maintained both by the distributor and the dealer.

No Traveling Representatives

We make a line of men's shoes to retail at a uniform price of \$5 and widely advertise them at that figure. Our transactions with the forty wholesalers on our list are conducted entirely by mail; we have no traveling representatives. In effect, we really are our own distributors, the wholesale house in each instance having what amounts to a franchise to handle our goods. The wholesaler is not required to carry large quantities of our shoes; if he does not turn them from six to twelve times a year (which the old time jobber would have regarded as utter madness to attempt) we feel there is something radically wrong. There is substantially no reserve stock for anybody to carry, and whatever burden is necessary along this line we assume ourselves. Our production program and current sales are closely synchronized; we need and want turnover as much as anybody else.

The idea behind the whole plan is that the wholesaler, working through us, shall be enabled to build up a lasting and high standard of value and thus have a constantly recurring "repeat" business—the exact opposite of the old jobber plan which really amounts to handling goods in job lots at a price and getting out while the getting is good. Out of it all we are now able

clearly to differentiate between the jobber, so-called, and the wholesaler.

The jobber is a buyer and seller of job lots, whose greatest error is that of pricing his goods *after* he gets them.

The wholesaler, on the other hand, is a distributor of standardized merchandise who knows in advance what he is going to ask for his goods because there is only one price. He knows how much profit he is going to make, because his discount terms are plain and unmistakable. He builds up a steady trade through utilizing the advertising asset created by the manufacturer. In a word, he operates a warehouse for the producer; he sells, ships and collects for the goods and gets a definitely specified percentage for performing this service.

Two Obstacles

When I started out to merchandise this plan two main obstacles were encountered. One was the jobber's insistence upon handling only his own brands and the other was the widespread prejudice against the shoe jobber held by most dealers. Therefore, I did not attempt to sell goods in the beginning; my first care was to get the idea accepted, being confident that its eventual working out would change the dealer's attitude and cause him to carry on transactions with the wholesaler with the same confidence he felt when he was dealing direct with the manufacturer. The source of the dealer's objection to the jobber was that the latter's shoes were only shoes; their names were not established and their values were problematical.

In setting out to call upon the first jobber I took along the office sample case (we have only one) so that he could see the class of merchandise with which he could carry out the idea. This jobber, the next and also the next persisted in reversing what I had in mind and placed the shoes ahead of the idea.

"These are good shoes," I was told, "and we should be glad to handle them. But, of course, we

can't buy them as long as they carry your name. If you want to make us up a lot and put on a bottom stamp bearing our name rather than yours, we can do business with you."

But I refused. Eventually a few jobbers agreed to try the thing out on a test basis and succeeded with it. News of what they were doing got around among the trade—news of how eagerly retailers grasped the opportunity to sell shoes with a name rather than orphans. Dealers were thus responsive because they wanted to buy in quantities that only a wholesale house could afford to sell. Before that time, they had not been able to get recognized lines from the jobber because the jobber did not have them to sell. When the full story was learned by the conservative jobbers they began to respond to our overtures with the result that today our wholesale system covers the country.

When the wholesaler has a shoe that is definitely known to the dealer and consumer trade by name, and when it is sold at a maintained price from which there is no deviation, then the wholesaler will appear before the dealer in his true light as being what he really is—a factor in the distribution system performing a clean-cut and necessary service for which he is justified in receiving compensation to the extent of the regular jobber discount on the goods he sells. In other words, remove from the dealer's mind all doubts and misgivings as to quality and price, have the whole pricing system clean-cut and set down in black and white, and the dealer will accept the wholesaler's service and be willing to pay a modest price for it.

Our shoes are available to any wholesaler or retailer who will agree to sell them at the maintained price. The base price to the retail trade is \$3.50 per pair. The discount from this price to the wholesaler is 15 per cent trade and 5 per cent ten days. Everybody concerned in the transaction knows exactly how much he is going to pay for a pair of shoes and at what price he can sell them. The bene-

There are never many
 changes to make when
 Bundscho sets the type.
 That saves money, time
 and temper.



J. M. BUNDSCHE, INC.
 Advertising Typographers

65 EAST SOUTH WATER STREET
 CHICAGO

HERE TYPE CAN SERVE YOU

fit of the maintained price and the standardized mark-up is enjoyed by every dealer regardless of the quantity he stocks. Also, with nothing left to the imagination, and with no hidden discounts, the manufacturer and the wholesaler are enabled to work together in effective ways that otherwise would not be possible. For example, some manufacturers fight against the drop shipment and regard it as an imposition by the jobber who, they think, should have in stock the merchandise upon which he receives the commission. We favor the drop shipment because, in some instances, it enables us to cut a few corners in a way that will be helpful both to the wholesaler and retailer.

When a dealer sends to one of our wholesalers an order for thirty-six pairs or more to be sent at one time (this is a freight shipment, inasmuch as it weighs a minimum of 100 pounds) we are glad to receive an order from the wholesaler to ship the goods to the dealer direct. In this case the dealer gets a 5 per cent discount from the regular base price of \$3.50 per pair, making the shoes cost him \$3.32½ f.o.b. Coldwater or about \$3.40 laid down in his store. The wholesaler receives his regular 15 per cent for booking the order and collecting the money.

All our goods being standardized (we operate on the basis of one last, one pattern, one grade and one way) the dealer is able to keep his stock thoroughly up to date by going through it at intervals, sizing up his numbers and then having the shoes shipped direct from the factory if he can handle them in thirty-six pair lots. In this case he is entitled to the extra 5 per cent which, under other circumstances, would go to the jobber. But take the case of the general merchant or other dealer who may have no more than a \$3,000 stock of shoes. In his sizing-up operations he finds it more profitable to get a few pairs and pay the full base price of \$3.50. The large dealer can turn thirty-six pairs in a month, while the small man might require six months to sell thirty-six pairs. The smaller man, therefore, wants two

or three pairs at a time to keep his stock of our goods in shape so he can turn it over regularly each month. Our jobber system is such that he can get these two or three pairs of shoes, or even one pair, within twenty-four hours if he is located in or near any county seat town in the United States.

I have heard it said that this matter of mail or express shipments of small lots of shoes comprising one or two pairs in an order is the bane of the shoe business. But here comes the benefit of having the right kind of wholesale distribution. If the wholesaler is not equipped to sell small lots with profit to himself, he is not functioning in the best interests of the retailer—and if he is not thus functioning he has no right to be in his line of business. If his set-up is right, he can handle small lots profitably, because they will be absorbed in the regular work of his shipping, billing and collecting departments.

Use Wholesaler Exclusively If at All

Our experiences with this plan show us plainly that if a manufacturer is going to use the wholesaler with profit to all concerned, he must be thoroughly consistent. In other words, he should use the wholesaler exclusively if at all. And all the wholesale units, regardless of their individual size, must receive the same standardized treatment and prices. Only the other day a wholesaler proposed to us that he would handle our shoes in 100 case lots if we would give him a price of \$2.75 a pair. The order was rejected; our price to him as to others is \$3.50 less 15 and 5.

A similar degree of consistency must be expected—exacted, if need be—from the wholesaler and dealer. The resale price must in all instances be maintained; there can be no cutting to get competitive advantages, and no increasing of the price above \$5 to the consumer so that an extra profit may be realized. Naturally we encounter some little difficulty in both of these respects but not nearly so much as one might imagine. We deal with all such cases vigorously. When, in

4 EDITIONS

Grocery Edition
CHAIN STORE AGE
A MONTHLY BUSINESS PAPER FOR CHAIN STORE EXECUTIVES

General Merchandise Edition
CHAIN STORE AGE
A MONTHLY BUSINESS PAPER FOR CHAIN STORE EXECUTIVES

Administration Edition
CHAIN STORE AGE
A MONTHLY BUSINESS PAPER FOR CHAIN STORE EXECUTIVES

Druggist Edition
CHAIN STORE AGE
A MONTHLY BUSINESS PAPER FOR CHAIN STORE EXECUTIVES

When you use CHAIN STORE AGE
you buy what you want—
you omit what you don't need
and pay only for what you get.
Write for the facts!

CHAIN STORE AGE
93 Worth St., New York

Aug. 29, 1929



NEWS
NEWS

WHAT'S LIVE NEWS TO MIDWEST FARMERS

The latest in farm machinery . . . New farmin
methods . . . Pertinent farm information fro
Washington . . . New household accessories .
High power motor cars . . . These are but a few



CAPPER'S

PUBLISHED IN TOPEKA - KANSAS
by ARTHUR CAPPER

NEWS NEWS

... live news items which the big business farmers
are interested in . . . The reason why these big
farm business farmers read Capper's Farmer regularly
on from every month. It's their trade paper—the farm home
ries . . . magazine of the great Midwest farming section.
a few

CAPPER'S FARMER

Circulation over 895,000

an isolated instance, we hear of a wholesaler who has sold some of our shoes at a price lower than is indicated by his regular discount of 15 and 5, we wire him at once asking if he did sell Retailer Blank on that date a certain number of shoes at such and such a price. If he did, he is admonished; if he repeats the offense we are thereafter too busy to find time to ship him any more goods that he might order. The retailer, on the other hand, is more likely to advance the selling price to \$6 or \$6.50 than reduce it below our regular advertised price of \$5. The same measures are applied here. It is just as reprehensible, according to our standard, to sell a pair of shoes above the advertised price as below.

Loyalty to the wholesaler also necessarily precludes any effort on our part to sell large retail interests, including chains, which might buy in sufficient quantities to make them think they are entitled to the wholesale price. I have been asked repeatedly why I do not travel men among the more ambitious retail trade and build up a bigger business. A Milwaukee friend told me recently that it was utterly ridiculous that this factory of ours should go along making and selling a thousand or more pairs of shoes a day when it might just as well have an outlet of five or six thousand pairs.

Going Along with the Wholesaler

My answer to all this is that we think we have found the only economically correct solution to the distribution problem. And, as a matter of cold hard business with all sentiment excluded, we believe it is going to pay us in the long run to go along with the wholesaler without the least deviation. Under our working plan of one last, one pattern, one grade and one way we believe we have brought the manufacturing end pretty closely up to the zenith of efficiency. The style shoe manufacturer must figure about ten cents a pair to cover the cost of new lasts, dies and patterns. This means an increase of at least 25 per cent in cost of production. We eliminate this added

charge, thus giving our shoes the highest value. And in using the wholesaler exclusively for the selling, we also do away with all the cost incidental to the mechanics of selling—the billing, collecting, passing on credits and so on.

We sell perhaps 50 per cent more shoes through the wholesaler than we would if we administered all these operations ourselves. Suppose we did a considerable portion of our selling direct to the dealer, and had a credit man here to pass on the orders sent in by the salesmen. Dealing with the country as a whole he would have to depend almost entirely upon commercial ratings and inevitably would turn down many orders that would be passed upon favorably by the wholesaler's credit man. The latter is in what amounts to a local field and knows who is a safe credit risk regardless of his rating.

The system works out equally well, from a profit standpoint, for the wholesaler. This, in addition to the other elements I have mentioned, is due to its powerful effect in accelerating turnover. As an example of how this works, I might cite our experiences in building up one wholesale account from an initial order of sixty cases to nearly 2,000 cases a year.

I suggested to this man that, at the beginning, he stock ten cases of each of the six leading styles in our line. Then I advised him thus:

"On Tuesday of each week make up an order covering such shoes as you have sold and no more. We will receive this order on Wednesday morning and ship you the shoes Wednesday afternoon. In this way your stock will be complete and you will not be carrying a great deal more than your initial order of sixty cases. However, in addition to keeping up your sizes, you may want to increase your stock on this style or that one in accordance with the demand of your trade. In that event you naturally will want to order in the same proportion. You may find, after a while, that five cases or even one case in a certain style will be enough; while in others you may want all the way from ten to twenty cases or more. Keep close to your sales and stock

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Outboards and Inboards



Why More Than One Hundred Thousand Sportsmen Read FOREST AND STREAM

Reason number seven:

Because the Boat Editor, Chas. H. Hall, is exceptionally well qualified to write upon nautical subjects.

Mr. Hall served as Ensign in the United States Navy during the Spanish War and later put in fifteen years with the New York Naval Militia. He has designed and superintended the construction of numerous pleasure craft and has edited several of the best-known boating magazines.

Mr. Hall is a practical sailor and under his guidance "Outboards and Inboards" has become one of the most popular features in FOREST AND STREAM.

AND
FOREST  **STREAM**
80 LAFAYETTE ST. NEW YORK CITY

Wm. Clayton
Publisher.

W. J. DELANEY, Advertising Director

In the West: F. E. M. Cole, Inc., 25 N. Dearborn St., Chicago
On the Coast: Hallett Cole, 122 East 7th St., Los Angeles, Cal.



Have you Sales b

This successful selling service may be the personnel—receiving, warehousing, shipping, credits assumed—Sales discounted monthly.

It may be possible for you to meet the new distribution, marketing conditions, without changing your business practices, by utilizing this independent Pacific Coast sales organization.

Thus you could cover the 10 Western States and Canada thoroughly, conducting your selling, merchandising and advertising program free of all detail *and at a controlled cost.*

Your campaigns would be guided by the *localized* knowledge and records accumulated during 38 years' experience in the rapidly-growing regional market.

THE GEO. H. EH

[INCORPORATED]

SELLING AGENCY

• 290 TRENTON

Division Headquarters:

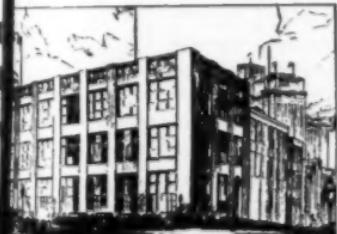
LOS ANGELES

SEATTLE

Pacific Coast Champion?

be the. ¶ Includes trained sales direction and
ship dealer merchandising and display. ¶ All
months

ributing contact approximately 16,000 wholesale, retail and chain
businesses: drug, hardware, jewelry, stationery, leather goods,
organizing goods, department and general stores.



EHARD BUILDING, SAN FRANCISCO
dimensions: 20,000 sq. ft. floorspace. Owned and
exclusively occupied by this company.

For many years we have served four nationally-known firms—the manufacturers of **AMITY LEATHER PRODUCTS, INGERSOLL WATCHES, GEM SAFETY RAZORS AND BLADES** and **WATERBURY CLOCKS**.

Recently we conducted a successful campaign, introducing Gevaert Films on the Pacific Coast. This suggested that, with the facilities of our new building, we could affiliate with another substantial manufacturer.

Realizing that a permanent connection requires careful investigation, we invite inquiries from interested executives, and shall be glad to correspond regarding details.

EHARD COMPANY
[INC'D 1891]
SAN FRANCISCO

290 STREET •

SEATTLE PORTLAND BUTTE EL PASO SALT LAKE CITY

It Prints The Most *Advertisements*

THE Weekly Kansas City Star's leadership in circulation is matched by its leadership in advertising. Week after week, month after month, year in and year out, The Weekly Star prints more advertisements than any other farm publication in Missouri or Kansas.

This supremacy is not limited to display advertisements. It applies to classified advertising as well. When a farmer desires to sell or trade a gasoline engine or a tractor he inserts a want ad in The Weekly Star. When a farmer's wife has poultry stock or hatching eggs for sale she finds a market through the advertising columns of The Weekly Star.

Just as the display advertisements inform the farmer of the latest thing in combines, radios and breakfast foods, so do the classified columns of The Weekly Star aid him in the business of bartering and trading with his fellow-farmers.

This service, though of course secondary to the news and editorial features on farm subjects, is one of the factors contributing to the popularity of The Weekly Star and its attainment to the largest weekly R. F. D. circulation in America.

The Weekly Kansas City Star.

465,000 Paid-in-Advance Subscribers

the goods in direct proportion."

The result was that within two months the original stock of sixty cases had been merchandised in a way that created an outlet for 150 cases. That house is now selling close to 2,000 cases a year and buys them from us at the rate of about 150 cases a month. Each of the twelve turnovers thus represented is clean and complete; there are no leftovers, for the reason that the fill-in stock is steadily ordered in close conformity with the trade requirements as they develop.

No diagram is needed to illustrate the extreme desirability of such a situation.

And what is the force that makes this wholesaler's stock of our merchandise so clean and secure at all times? It is simply the fact that, with the consumer acceptance created by our advertising and the rigid adherence to the maintained price, his stock of our shoes, every business day in the year, is worth exactly 100 cents on the dollar if he offers a complete range of sizes.

Jobbers (and I am not referring here to wholesalers) are getting more deeply into difficulties every year because of their mistakes in buying unsalable shoes—*orphan* shoes that have no name and that may be sold for much or little in accordance with conditions. The same situation exists in every other line. One wholesale house informed us that it was liquidating its business and asked how it should handle its stock of our shoes. We advised it to keep right on selling them at the regular price as a foundation for the liquidation process. At length the residue of its stock of our shoes was taken over by another house at the full purchase price, plus half of the freight. In another similar case the stock was disposed of at 100 cents on the dollar, plus all the freight. There can be no argument at all as to the intrinsic and realizable value of good, standardized branded merchandise, sufficiently advertised and sold by wholesaler and retailer at a strictly maintained price.

This kind of selling, it is hardly necessary to add, is the force that can enable the wholesaler and re-

tailer successfully to meet chain competition. Not everybody, we have found, looks for mass production merchandise. And he who does is placing himself in direct competition with the chains. How could it be otherwise?

As things are shaping up these days, merchandising is separating itself into two sharply defined classifications, and outside of these there will be no way successfully to conduct a business.

Either there will be mass production and mass retailing;

Or there will be the selling (through the wholesaler) of standardized, advertised brands at maintained prices.

Between these two the business of the country is bound to be divided. The one means prosperity for the chains; the other offers a similar condition to the independent. But the two will not and can not mix.

The present turmoil over chain development is similar to that of twenty-five years ago relative to retail mail-order. At that time the shoe business papers would send out spies to discover whether shoe manufacturers were selling to Sears and Ward. If they were, the news would be published, and then the retail trade would not buy from them.

Mail-order was eventually absorbed into the merchandising plan; it now goes its way and the retailer goes his. The chains will be absorbed in the same manner. Soon they will be working along with the mass production idea; the independent retailer will find his field in standardized, advertised merchandise. This represents his only hope; and the hope is a strong one because it is his natural economic destiny. I do not mean that the way is thus open to *all* retailers. The inefficient ones will be forced out by chain growth—meaning growth of the mass idea. But retailing will be all the better; they do not belong in business anyway.

Leaves Copeland Refrigeration

C. L. Welch, has resigned as president and general manager of the Copeland Refrigeration Company, Chicago.

A Fifty-Year-Old Company Starts to Advertise Nationally

Stein's Toilet Goods Inaugurates a Testimonial Campaign—With a Difference

By Alexander Moodie

Sales Manager, Stein Cosmetics Company, Inc.

FOR fifty years Stein's beauty preparations and theatrical make-up have been known to the people of the stage and yet it is only in the year 1929 that the company has decided to advertise nationally. When a fifty-year-old company decides to do a national job, it is interesting to find out the reasons why and the methods to be used.

Many years ago Max Stein, a chemist who had received his early training in manufacturing make-up and perfumes in France began to make and sell a similar line in the United States. At first his business was confined to New York—but the man who is catering to the theatrical trade can consider his job well done if he dents the New York market. Eventually, the market began to spread as actresses, on the road, asked for Stein's preparations in drug stores in various cities. Today the company has in its files letters from such stars of old as Lillian Russell, Henrietta Crosman, and others written from the road and ordering Stein preparations.

For many years the company has advertised in very small space in theatrical journals. But even after Max Stein had left the business and it had been taken over by others, the idea of advertising for regular consumer business was not considered.

In the Times Square section in New York, in the theatrical dis-

tricts of Chicago, Philadelphia, Boston and other large cities, Stein's preparations began to build good distribution. It was demand distribution, however, built for the company by its customers, rather than by its own efforts. As this



*Formerly the exclusive
Beauty Preparations
of Famous Stars . . .*

**NOW ON SALE
EVERYWHERE**

Patrons, you see, have demanded what famous performers have always used. Until today, however, consumers could only purchase these preparations in theatrical districts or in drug stores. But, now the present can be distributed to the general public. Famous stars are no longer exclusive patrons of Stein's preparations. They are now available everywhere. For the first time, the general public is invited to buy Stein's Beauty Preparations.

To permit busy women to enjoy the same simple, natural, and effective make-up that the stars and leading men of the stage use, a number of well-known cosmetic, drug, and general merchandise houses throughout the United States—such as Saks, Lord & Taylor, and Hudson's—will now distribute Stein's preparations. And, in addition, Stein's preparations are now available in drug stores throughout the country. You can buy them at any drug store in the country. You can buy them at any cosmetic store. And, for the first time, you can buy them at any drug store in the country. You can buy them at any cosmetic store. And, for the first time, you can buy them at any drug store in the country.

Stein Cosmetics Co., 33 Madison Ave., New York, N.Y.

At 496 of Stein Cosmetics Co., Inc.

DAHL CREAM · FACE POWDER · LIQUID POWDER · GEL POLISH · EYEBROW POLISH



Gloria Stuart
Stage-Gloria—Stage player, Gloria Stuart.

stein's

BEAUTY PREPARATIONS
& THEATRICAL MAKE-UP

Department Party for One Half a Century

*One of the Consumer Advertisements Inviting
All Women to Use the Stage Star's Makeup*

grew the company began to extend its work and a few salesmen went on the road. It was still, however, a theatrical business.

Not many months ago new financial interests saw the possibilities of the company and took it over. One of their first steps was to look about for ways and means of extending what, in spite of its surprising volume, was a limited field.

National advertising was, of course, the answer but the manage-

ment realized that it was only a partial answer. To advertise nationally carries certain implications. It demands a larger sales force which will take care of production. It demands an analysis of the market to determine just what products to feature. For instance, grease paints used for stage make-up, do not lend themselves to consumer advertising. Therefore the company went over its extensive line and decided to concentrate on five products; cold cream, face powder, liquid powder, lip stick and eyebrow pencil. Then there was the advertising theme to be determined upon.

The theme was soon discovered. There was, it seemed to the company, tremendous possibilities in the history of fifty years of use by theatrical people. Other advertisers, not only in the beauty preparation field but in others, have sought eagerly to get the endorsement of stage and screen stars because the average consumer looks up to these people as being post graduates in the matter of beauty. Stein products had for years had the endorsement of these stars—and the best kind of endorsement, which is continued use.

The copy, it was decided, would feature the fact that for half a century stage people had used Stein's preparations. It would be a testimonial campaign with a difference. Instead of quoting directly from the endorsements of stars, the copy would tell the story and then tie-up with the stars' pictures.

One advertisement, for instance, carries at the top a picture of Edith Sheldon. Underneath the picture is a caption, "You'll always find Stein's on the dressing table of dainty Edith Sheldon, Follies Beauty and now featured dancer in 'The New Moon'."

The copy says:

Now It Can Be Told
BEAUTY SECRETS OF FOLLIES BEAUTIES
REVEALED FOR YOUR
PERSONAL USE!

Many women have said, "If I only knew the beauty secrets of famous stage and screen stars I too would have a greater chance to possess beauty and success." Today their fondest hopes are real-

ized; these precious secrets, for 50 years closely guarded by the profession, are now revealed for personal use. Stein's is the magic name that opens up this easy, fascinating way to vibrant beauty. It is remarkably simple. Five beauty aids, Stein's Cold Cream, Face Powder, Liquid Powder, Lip Stick and Eyebrow Pencil, are all you need to obtain what every woman cherishes—personal charm and thrilling beauty. This new home beauty ensemble includes the identical preparations that are being used every day back stage, on the movie sets and in the private boudoirs of famous stars . . . women who know better than anyone else the value of personal attractiveness.

In all the consumer copy there is an offer of a special booklet, "From Behind Guarded Stage Doors" which describes the line and tells something of its history. In addition, the company also issues a booklet called, "How to Make-Up," which it distributes to the theatrical profession.

Formerly the copy in theatrical papers was confined to a mere announcement. Today the company is injecting a new note here, as witness this copy:

A 50 YEAR RUN IN THE LEGIT
STEIN'S NOW STARS IN THE TALKIES
(PHOTOGRAPH)
ALICE WHITE, IN FIRST NATIONAL
VITAPHONE PRODUCTION—
"BROADWAY BABIES"

Stein's Make-Up has played Big Time and in the Sticks . . . on Broadway and in the Little Rock Opera and Stock Company. For over 50 years its purity has remained unquestioned wherever and whenever showfolks prepared to go on. So when the movies came in, Stein's went out to Hollywood. Today it stars on thousands of movie dressing tables, the undisputed leader there, as elsewhere. There can be no question that for professional make-up there is only one choice—STEIN'S. Just off the press: "How to Make Up." Free upon request.

Quite naturally such a campaign calls for support in business papers reaching the trade and we have an advertisement addressed to dealers with this copy:

Every toilet goods man knows Stein's . . . knows that for more than 50 years it has catered to the most distinguished and discriminating clientele in America—the professional beauty. Now, these wonder theatrical preparations have been adapted for home use and a great,

new, powerful demand for Stein's is coming from drug and department stores everywhere. Today, women in every walk of life are using Stein's Cold Cream, Face Powder, Liquid Powder, Lip Stick and Eye Brow Pencil and coming back for more. In fact, Stein's merchandise is moving off dealers' shelves so fast that we have to move into larger quarters. Come in and see our new palatial home. Better still, make it your New York headquarters and receive your mail here. The location: the 31st floor of the imposing New York Life Building at 31 Madison Avenue, New York City. If you want more business and bigger profit per sale, by all means make it your business to visit Stein's and hear our very interesting proposition.

Stein's nationally famous line of cosmetics is now nationally advertised. Heavy selling ammunition is telling thirty million women monthly to buy Stein's at their neighborhood dealers. Stock it! Display it! Cash in on the tremendous publicity drivel. Remember, if you are out of stock you are out a sale, and your competitor is in a customer.

Also to the trade the company is sending a broadside which tells about the campaign and the salesmen are being furnished with a portfolio with which they can carry the advertising story to the retailer.

With all these plans in operation, the company is now in the process of building its distribution. It is already getting some demand from retailers and the demand is growing. The salesmen find their job made easier by the advertising preparation that goes before them.

The significant fact about the campaign is not that a company which had never done any national advertising suddenly changed its policy. It is rather that such a company, once it had decided to advertise, should use its fifty years of history as a springboard from which to jump. Perhaps the theme was ready-made but even so, it is unusual to find an advertiser in this day who is willing to use his history as the basis for a campaign to the modern girl. Yet in this particular instance this is proving to be an excellent bit of strategy.

The Clifton Forge, Va., *Review* has appointed the Devine-Tenney Corporation, publishers' representative, as its national advertising representative, effective September 1.

Limited Time Was No Handicap

LORD & THOMAS AND LOGAN
CHICAGO

Editor of PRINTERS' INK:

This will acknowledge your several letters, clippings of editorials and articles on the use of charge accounts by department stores, in response to my wire of August 12.

I can realize that my request for this information entailed considerable work on your part especially as the time was so limited. The material which you have sent was in line with what we were seeking. I was able to secure considerable data and information here through interviews with the credit managers of the various department stores and the co-operation of several other publications. Also, at your suggestion, I have wired St. Louis and Washington to secure further information from those two sources.

I certainly appreciate your co-operation and interest in this matter and the dispatch with which you forwarded it to me.

J. A. MCPHERSON,
Research Department.

To Publish "The Passing Show of To-day"

The Passing Show of To-day is the name of a new magazine which will be published at New York, beginning September 15. The magazine will be a tabloid monthly devoted to talking pictures. Eliot Keen, formerly editor of *Judge*, *Film Fun* and *Screenland*, will be editor and J. Thomas Wood will be publisher.

H. S. Howland Agency Opens Buffalo Office

The H. S. Howland Advertising Agency, Inc., New York, has opened a Buffalo office with Charles H. Hitch in charge. Mr. Hitch was for many years an advertising executive with the Larkin Company, Inc., Buffalo mail order house, and for several years was in charge of sales and advertising service for Baker-Jones-Hausauer, Inc., Buffalo.

Joins Fairchild Publications

Wayne Doty, who has been with Milne-Ryan-Gibson, Inc., Seattle advertising agency, for several years, will represent The Fairchild Publications, New York, at Seattle, beginning September 1.

"Popular Science Monthly" Appoints C. D. Freeman

C. D. Freeman, for the last six years Western manager of Standard Farm Papers, Inc., and previously with *Good Housekeeping*, New York, has been appointed Western manager of the *Popular Science Monthly*, New York.

"REACHING THE BUYER IS HALF THE SALE"



And Another Thing—

Major Products Advertised on Criterion Boards

Cloverbloom Butter
Borden's Evaporated &
Condensed Milk
Ipana Tooth Paste
Carnation Milk
Coca-Cola
Hecker's Flour
Red Cross Plasters
Johnson & Johnson
Baby Powder
Sapolio
Camel Cigarettes
Reckitt's Blue
Green River

CRITERION (3-sheet) Service cooperates fully with advertising agencies—a really unique feature in a non-publication medium.

This assures the advertiser of uniformly harmonious relations, and the agency (if recognized by us) of its legitimate income. Criterion Service is the only national outdoor medium paying the full agency commission.

No. 7 of a series, inviting attention to twenty unique features of Criterion National Neighborhood Posting. Criterion Service, Graybar Building, New York City.

CRITERION SERVICE

The Original and Only Uniform National Service of 3-Sheet "Neighborhood Posting"

CRITERION SERVICE, GRAYBAR BUILDING, NEW YORK CITY

Please send us the portfolio advertised in Printers' Ink



Company Name.....

Address.....

Attention of.....

Title.....

The American THE YOUTH'S

*New, greater
magazine
starts October*

FOR one hundred years *The Youth's Companion* has played a leading part in the life of the younger American generations. It was founded in 1827 by Nathaniel Willis, and for thirty years prospered locally. In 1857 it was purchased by Daniel S. Ford and John W. Olmstead. Mr. Ford became the sole owner in 1867, and chose the publishing name of Perry Mason & Co. He gradually increased the local audience to national proportions.

THE AMERICAN BOY was founded in 1899 by William C. Sprague, Jacob Cotner and myself, as an answer to a request from Mr. Sprague's son, my nephew, for a magazine which would be "all boy." Its growth was steady from the start and during the last dozen years, when it assumed leadership of the field, has been notable.

The merger of the two best known boys' magazines in America brings increased responsibility. It is our duty, as well as our pleasure, to produce the finest possible magazine for boys. We have for an ideal the upholding of ideals. Training for citizenship and building for leadership are major aspects of our task.

Hereafter, the two magazines will be published under one cover. The older publication will merge with the leader to create a greater AMERICAN BOY. Beginning in October, we will reach a greater audience than any boys' magazine has ever reached.

The editorial policy that has made THE AMERICAN BOY a success will remain unchanged. We shall edit the greater magazine solely for boys and young men. We shall continue the best features of both magazines. We shall not use stories and features written especially for girls or adults.

The first issue of the new magazine will be October, which will be on the news-stands September 25. News-stand and subscription price will remain the same as for THE AMERICAN BOY.

Boy buys COMPANION

Advertising rates have been only moderately increased, despite the greatly increased circulation. We are mailing over 500,000 copies of the first issue to the combined circulation lists, over 150,000 more than the new guaranteed net paid. Until the circulation settles at its new level, this surplus will be given as excess circulation.

The new and greater AMERICAN BOY will be printed on our own presses at 550 Lafayette Boulevard, West, Detroit, Michigan.

Griffith Ogden Ellis
President and Editor



AUTHENTIC GUIDANCE

*T*HE DAILY INVESTMENT NEWS has a staff of forty-five men and women in its editorial department. Included are some authorities whose names are recognized wherever investors meet.

This editorial staff is devoted to aiding the average investor in the selection of securities that offer the best opportunities for profitable investment. Each day information of value is gathered, analyzed and interpreted for the benefit of those who are not skilled in the technique of Stock Market operation.

Many sound, conservative leaders in the financial field are among the thousands who read this paper daily for the authentic information and financial guidance contained in its columns.

NEW YORK DAILY

INVESTMENT NEWS

350 Hudson Street, New York

Expanding the Successful Consumer Contest

By Securing the Aid of Sewing Schools and Dress Manufacturers, the 1929 Borden Dress-Making Contest Was Made to Produce Greater Results Than Last Year's Contest

THAT consumer interest can be built up through national contests has been proved once more by a dress-making contest the idea for which began with a Georgia jobber early in 1928, was taken up later that same year by a leading manufacturer of printed cotton goods, and was tripled in size in 1929.

This contest, conducted along lines which indicate that future contests of the same type can be considerably expanded, also has shown that consumer interest aroused in piece-goods actually created additional sales for manufactured dresses of the same materials, with the result that cotton dress manufacturers capitalized, and will further profit from what was started strictly as a plan for increasing the jobber's piece goods sales of cotton fabrics.

In brief, what M. C. D. Borden & Sons, Inc., has done to stimulate consumer use of printed cottons has resulted in the running of its mills at 1,000,000 yards a day since the first of the year. The company has had the biggest volume of its entire business history since the contest began, and also has traded up its entire line of cotton merchandise.

As outlined in *PRINTERS' INK* by Henry Curtis Colby, manager of sales promotion, the Borden dress-making contest of 1928

brought 1,500 dresses before five national judges, these dresses having been selected as the best made by customers of 500 stores over the country. Fifteen hundred dollars in prizes was awarded, and an effective dealer and jobber tie-up was obtained through handling the contest via the local department store and district wholesalers.

In 1929, results were tripled, with 1,500 stores in practically every State being represented by 4,000 dresses sent to be judged nationally for \$3,500 in prizes. It is estimated that about 100,000 dress-making students in schools, clubs, and sewing societies had contact with the contest in one way or another. A schoolgirl was the grand prize winner.

For purposes of this article, major interest lies in the way the company worked through its jobbers to help the 1,500 stores which co-operated in the contest. These plans featured this effort, on the following ground plan:

This ground plan was basically that of 1928. Jobbers sold to the retail stores—the company handling direct some of the largest accounts—the fundamental contest idea, which was for the individual store to hold a dress-making contest of its own over a period of several months, the local contest to end in a final judging or style show, a maximum of fifteen winning dresses then to be sent to New York for national judging. Borden

"A Jobber Started This National Contest," August 30, 1928, page 68.

den fabrics only were to be used.

The 1929 plan improved this frame-work considerably. As the company's primary purpose was to stimulate sales of Borden fabrics, five cloths in three different designs this year were made up into what was a minimum contest assortment for each store. By packing these cloths in a single case, together with advertising material that ranged from window and counter displays to newspaper mats, not only was shipping made easy for the manufacturer, but the manufacturer was assured that each store in the contest had adequate material to handle its local contest. In addition to the assortment case the store could, naturally, take other goods.

The Three-Point Plan

Then followed the three-point plan to broaden the contest. The first part revolved around school and home sewing groups. Under the direction of the Home Economics Department of the United States Department of Agriculture, 12,000 schools, clubs, societies, and home demonstration agents were circularized, this list being checked with that of local stores to avoid duplication. To these prospective contestants went a large folder containing all conditions of the contest and to which were pasted fifteen swatches to show the colorfast wash cottons which had been selected for the contest.

At the bottom of this folder, which was intended to be placed on class bulletin boards, were photographs of motion picture actresses in dresses of the same materials as the swatches. The purpose of these photographs was not only to interest the younger contestants but also to show graphically how original cotton dress details could be and also to show how low were actual costs, which ranged from \$2.19 to \$2.90.

With this bulletin went a requisition sheet to be filled in by the director of the sewing group, a sheet calling for rules, score cards, photos of picture stars with dress details, and prize ribbons. The requisition also was to be filled in with the name of the local store

and, in addition, it provided space to indicate whether the store was or was not carrying the Borden contest assortment. This permitted the company to check up on its outlets.

The circular also stimulated small groups to hold their own contests even though local stores had not entered. That this idea worked effectively is shown in that, of 12,000 organizations so circularized, approximately 2,000 entered as groups or else entered some of their students. Requisition sheets received by the company totaled 30,000 contesting students, and the company estimates that about 100,000 youthful home dressmakers were influenced by the contest either through these clubs or the local stores.

The second part of the 1929 plan revolved around local newspaper advertising. In an eight-page mat sheet, stores were provided with advertisements ranging up to full pages, as well as with news stories to accompany the contest's progress. This sheet gave complete copy and art set-up to carry the store through the entire contest. This proved especially effective in smaller towns throughout the country where the material was extensively used in what totaled a very large advertising campaign.

Part three of the 1929 addition to the basic contest plan was a very complete window display and local theater tie-up. This was built around the motion picture stars of one of the large film companies whose actresses posed in the Borden dresses. The reason for this tie-up was that what is being worn in Hollywood is often followed very closely by women, in the small towns especially. As this contest was handled largely by jobbers who sold to stores in the smaller towns over the country, the showing of actresses in contest dresses proved extremely effective. Window displays with four-color panels and counter cards in full color showing the contest fabrics were used both by the local stores and the local theaters.

Two Borden films, one showing cotton dresses being modeled and another showing printed cottons be-

Worcester, Massachusetts

The Master Key to Over \$224,000,000

In Worcester and the 18 mile trading radius there are 93,400 families with sales possibilities for

49,588 Radios

74,516 Electric Washers

61,397 Vacuum Cleaners

91,790 Electric Refrigerators

Families within this area are responsive to advertising appeal and have the means to supply their needs and desires, as is proven by the fact that 46.91% of these families now own a radio, 20.22% own electric washers, 34.26% own vacuum cleaners, and 1.72% own electric refrigerators.

The families within this radius who receive regularly, every day, in their homes, the Worcester Telegram and The Evening Gazette (85.33% of all those who receive a Worcester newspaper) will spend during the next twelve months in retail stores at least \$139,416,725.00. This is 62.23% of \$224,000,000—the minimum annual expenditure by all families of the Worcester City and Suburban area.

82.27% of the families who regularly receive the Telegram and Gazette depend more upon the Telegram and Gazette for advertising information than on all other newspapers.

A responsive, well-to-do population plus a dominant medium makes Worcester a desirable market.

WORCESTER TELEGRAM SUNDAY TELEGRAM

THE EVENING GAZETTE

Worcester, Massachusetts

George F. Booth, Publisher

Paul Block, Inc., National Representative

New York Boston Chicago Detroit Philadelphia San Francisco

ing manufactured at the mill, were run off in local theaters and stores in conjunction with style shows and judging contests, the company thus getting an additional tie-up between contestants, theaters and stores.

All parts of this 1929 plan were presented to the trade in a broadside which the salesmen of ninety-five wholesalers took with them through their territories to show while selling the contest idea to dealers personally. Once the store had become interested in the plan, the same broadside along with a full complement of folders and material went to the store direct from New York.

In addition, the company advertised the contest to the entire trade in two publications covering the field it sought to reach.

Results from this recent contest were many and interesting. In general:

1. The Borden company was enabled to sell as a group fifteen fabrics to stores over the United States—and one in Canada—backing these lines with a complete advertising and merchandising campaign that featured the entire group.

2. The company was able to concentrate its manufacturing around this assortment for quick delivery.

3. It was thus enabled to sample its better lines of fabrics, the ones it wished especially to market.

4. The company, as a result, was able to get volume sales in lines where most profit was to be had.

5. The plan, through promoting these featured fabrics so completely through sewing groups, enabled local stores to get a very good turnover on very profitable merchandise.

6. Consumers welcomed the chance to get well-styled merchandise at moderate cost.

Because plans for this contest began a year in advance, the company was able to expand it widely and to build up a nation-wide interest in home sewing, with every indication that succeeding contests will be further stimulated by a Borden national advertising program as the backbone.

In addition to the very effective

stimulation to home sewing which the contest accomplished, it had an extremely interesting effect among manufacturers of printed cotton dresses. This is a point of particular interest to producers in general, for once again it is shown that consumer interest aroused for one part of a product results in sales for all parts.

According to Mr. Colby, it was frequently found that, following store demonstrations in the way to make Borden dresses from piece goods, many women immediately went to the store's dress department to see if they could get such Borden dresses already made up. Simply, local demonstrations, besides creating interest in those women who would sew at home, also interested those women who would not, from this latter interest arising a demand for ready-made dresses in the fabrics originally promoted for home sewing.

As a result, many large dress manufacturers, noting this trend, tied up with the contest by putting out groups of ready-made dresses of the featured Borden fabrics. One such producer, using the Borden label, sold such group dresses all year in 2,000 stores.

Manufacturers of smocks also tied their finished product to the Borden label, and as a result of this ready-made interest, the company plans in 1930 to promote this sales possibility further by distributing Borden labels for such finished garments with a special national advertising campaign to back this part of its business.

Altogether, then, the 1929 contest not only (1) brought extensive sales in the featured group of piece goods fabrics, but it also (2) helped all items in the Borden line, (3) increased sales of dresses manufactured from Borden prints, (4) enabled the company to trade up its entire business, and (5) brought the largest volume in Borden experience. All of which was accomplished in the field of cotton goods, one in which many other manufacturers have allowed their products to be superseded by competing merchandise with little effort to bring consumer interest back to cottons.

which it had effect printed point producers in it is interest product

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con- ex- tenu- up of also or- den- resses prints, trade (5) e in which d of many owed by little erest

PROSPERITY IN NEBRASKA

1929 is the banner year in Nebraska. Big grain crops at top prices, and unusually large supply of live stock at highest prices since the war.

Note the actual figures—

Value of All Nebraska Crops Marketed and Live Stock Sold

1921	\$385,327,000
1923	333,632,000
1925	424,146,000
1927	416,148,000
1928	471,822,000

1929—Well over \$520,000,000
conservatively estimated

While most of the world has suffered this year from poor crops, Nebraska has been a garden spot, favored by unusually large crops of all kinds at high prices.

There will be plenty of prosperity in Nebraska this fall,

and THE WORLD-HERALD

Nebraska's Home Newspaper, with the largest city, suburban and total circulation (and lowest per thousand rate) in the state, will be glad to take your message right into 132,000 homes, where they'll have the money with which to buy.

THE WORLD-HERALD

Omaha's Home Newspaper

June Daily Net paid

131,468

June Sunday Net paid

131,869

O'MARA & ORMSBEE, Inc.

National Representatives

New York

Chicago

San Francisco

Detroit

Los Angeles

RICHEST INVESTMENT

THE RICHEST FAMILY

The Quality Three have for years been foremost among the recognized leaders in Financial advertising and in volume of such business.

Placing definite limitations upon themselves as to the sources from which they will accept such advertising—

—scores of the most prominent advertisers in the banking and investment field have been profiting by their use year after year.

It requires the page opposite to name a portion of the imposing list of Banks, Trust Companies, Bond and Investment Houses thus served.

They offer further and unmistakable evidence of the surplus financial resources and responsive character of The Quality Three Market. An average investment of \$5,000 per Quality Three family per annum would reach the staggering total of (\$1,750,000,000) one billion, seven hundred and fifty millions of dollars.



THE QUALITY THREE
ATLANTIC MONTHLY

NEW YORK

BOSTON

HARPER & BROTHERS

350,000

CHICAGO

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 E. E. Mac Crone & Co.
 Middle West Utilities Corp'n
 Mortgage Security Corp'n
 National City Company
 National Union Mortgage
 Company
 New York Trust Company
 G. L. Ohrstrom & Company
 Old Colony Trust Co.
 Otis & Co.
 Paine Webber & Co.
 Peabody, Hennings & Co.
 Prudence Company
 Real Estate Mortgage &
 Guaranty Co.
 Security Bond & Mortgage
 Company
 F. H. Smith & Co.
 Smith, Reed & Jones
 S. W. Straus & Company
 Thompson Ross Co.
 U. S. Mortgage Bond Co.
 Utility Securities Co.

ALY THREE

LARGE MAGAZINE

SCRIBNER'S MAGAZINE

COMES

CHICAGO FRANCISCO

LOS ANGELES





I am happy to announce
the advancement of
Mahlon E. Marston
to the position of
Eastern Advertising
Manager of Photoplay

JAMES R. QUIRK, Publisher
Photoplay Magazine

Will Independents Prove More Efficient Than the Chains?

A Shoe Manufacturer Thinks They May and Advances Some Very Interesting Facts to Justify His Opinion

By John A. Bush

President, Brown Shoe Company

DURING the first six weeks of this year there gathered at some central point in several sections of the United States, groups of shoe retailers, who as a class are probably the most successful independent shoe retailers in America.

Though not bound together by an organized association, they have two things in common—the first of these is their uniform success, which all attribute to the second thing they have in common, namely, the plan under which they operate.

Some of the men who attended operate in towns of 5,000 population. Others came from cities of metropolitan size. If you took the operating statements for the past year of all the shoe retailers who attended these various group meetings, and totaled the figures obtained, you would find that collectively these retailers netted 8.3 per cent profit on retail sales, and 22.5 per cent on their average investment in merchandise and fixtures.

This, considering that there were close to 250 retailers in the combined groups and that they are doing business in all kinds of markets, and under all sorts of competitive conditions, is a very gratifying average in the shoe business. It is doubtful if you could find a similar number of shoe retailers, whether chain or independent, operating under comparable conditions, whose operations would show equally good figures.

Taking these men as a group, they are in mental equipment, character and general ability, like thousands of other independent retailers in America. Many will volunteer the information that until the time they adopted the plan under which they are now operating they were barely getting by. A change

in operating methods was all they needed.

The plan under which these successful independents are operating has quite generally become known as the "Brown Plan of Shoe Retailing." It is simply a highly developed form of manufacturer-retailer co-operation that eliminates waste at both ends of the line. It was not born full grown. It had its feeble beginnings some fifteen years ago, in a conviction on the part of some of the men in our organization that there was something all wrong about a system that prevented a manufacturer or wholesaler from regarding the best interests of his retail outlet.

The Salesman Must Sell

For that is the lamentable situation under the competitive system of selling the smaller retailer. Dozens of likable and aggressive salesmen call on him every week. Each is intent on stocking his own line. His sales manager is constantly hammering for more orders and bigger orders. Any salesman working under such a system, who would tell his retail customers that they already had too much goods of a given kind, that he would sell them no more—would lose his job in a week. The salesman must sell. The retailer bears the burden in excessive inventories, overlapping lines, drastic seasonal markdowns and other evils of retailing. We manufacturers and wholesalers are largely responsible for the inefficiency of the smaller independent retailers, yet under the competitive system of selling him, we are powerless. The system is inefficient and cannot survive.

Thoughts of this nature prompted us fifteen years ago to begin working out a plan of co-operation with the better class of

retailers. The foundation of the plan was concentration by the retailer on our line exclusively. That thought was not new. Other "general line" shoe houses, like ourselves, had been preaching it for years.

But concentration alone was not enough, though it was undoubtedly a better proposition for the retailer than buying similar merchandise from many sources. Concentration on one line, in itself, does not overcome the evil of overbuying and wrong buying. Rate of turnover, stock arrangement, stock control, merchandising and other retail matters remain the retailer's individual problem.

No "One Man" Stores

It became apparent to us that no one man could be all things to his business. He could not be a smart buyer, a good credit man, an expert salesman, a window trimmer, a stock-keeper, an auditor, a financial man, an advertising man and a merchandiser all rolled into one.

Accordingly, we set about the task of supplying these needs to the retailer. By the process of trial and error, the present Brown Plan of retailing was evolved. Today, the retailer who becomes identified with the plan is kept informed on the best methods and newest developments in such matters as stock arrangement and stock control, style trends, retail selling, advertising, window trimming, store arrangement, cost accounting, etc.

We have set up in our home office a department whose personnel is made up of highly trained retail shoe men, who supply the retailers with information and management direction of a character equal to that supplied to the managers of highly organized chains. A system of weekly reports keeps this department fully informed of each "Plan" retailer's operations, so that the slightest movement of the business in the wrong direction is promptly checked.

The retailers operating under the Brown Plan retain their com-

plete independence, financially and otherwise. We have no money invested in any of these stores. The retailer buys what he wants, but only from our line, which is so built and balanced that it supplies everything he can sell at a profit. There is nothing permanently binding in the agreement he signs. He can quit any time he likes. But less than 1 per cent have quit once they adopted the plan.

The operation of the plan to date has proved to us that entirely too much emphasis has been put on buying power as the great advantage of the chains. We make no price concessions to the retailers. Yet many retailers not under the plan who buy at the same prices are barely getting by, while this group is making highly satisfactory profits, even when operating next door to chains. Merchandising and management are the chain's chief advantages, and so it is with retailers operating on the "Brown Plan."

We do not think the Brown Plan is 100 per cent efficient. As its scope grows there will follow lower selling costs and lower manufacturing costs, which will be reflected in the quality and price of our shoes. When the plan reaches its fullest development we think it will prove to be the most efficient method of getting goods from factory to consumer. This we are inclined to believe because the ultimate test of any system is the extent of its service to the consumer. The tendency of chain merchandising is to lower quality. While this statement may be sharply challenged, it is a readily demonstrable fact. The control is all in one direction. The ever-present urge for lower prices is certain to find a reflection in the quality of the merchandise, while but a feeble demand to maintain quality can be expected from the retail managers who are salaried men eager to hold a job.

In the Brown Plan the situation is quite different. Here are independent buyers who will and do fight for what they want. If anything is wrong with our merchandise they do not hesitate to tell us

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The Monitor Does More

ADVERTISEMENT of a nationally distributed product receives considerably more than local attention in The Christian Science Monitor, for Monitor circulation is nation-wide. But the Monitor does more than give you national circulation. Through its 395 local representatives in the United States and Canada the Monitor enables you to tie up directly with local merchants who handle your product.

The following are a few of the large national advertisers who have found it profitable to take advantage of "Monitor Co-operation":

General Motors Corporation
Canada Dry Ginger Ale, Inc.
Associated Salmon Packers
M. J. Whittall Associates, Ltd.
Welch Grape Juice Co.
Chas. B. Knox Gelatine Co.
Landers, Frary & Clark
Eaton, Crane & Pike Co.
Postum Company, Inc.
Steinway & Sons
Lee Tire & Rubber Co.
Johnson Motor Co.
Ocean Spray Preserving Co.
Winget Kickernick Co.
Poole Silver Co.
Kelvinator Corporation

A revealing booklet, "Via Monitor Co-operation," explains in detail how the Monitor works for and with its advertisers. Write for it.

The Christian Science Monitor

A DAILY NEWSPAPER FOR THE HOME

Published by The Christian Science Publishing Society, Boston, Mass.

BRANCH ADVERTISING OFFICES

NEW YORK—DETROIT—CHICAGO—ST. LOUIS—KANSAS CITY—
SAN FRANCISCO—LOS ANGELES—SEATTLE—LONDON—
PARIS—BERLIN—FLORENCE

so in unmistakable language. There is little of the "yes" man among them.

In the process of fabricating raw materials into finished goods, and in the process of laying it down at the retail outlet, neither the chain nor the manufacturer or wholesaler has a single fundamental advantage. The advantages the chains now enjoy in some instances in placing goods at the retail door are not fundamental. They can be duplicated by any wholesaler.

At that point, however, a wide difference becomes manifest. At present, the average chain retail unit appears to have all the best of it. But inherently the independent has the best of it, because of the personal touch and personal interest he puts into his business. Give him equal management direction, equal location, equal merchandising methods and equal price, and he will do a greater volume and have a lower operating overhead than any other type of outlet.

There are numerous plans of retailer-wholesaler co-operation being tried and thought about just now. Out of it all, we are inclined to believe, will come the most efficient and powerful organization for making merchandise and distributing it to the consumer.

A Client's Problem Is Answered THE JAMES FISHER COMPANY LIMITED TORONTO

Editor of PRINTERS' INK:

We appreciate very much your prompt response to our recent request. We have found in one of the articles the real answer to our client's problem and are making a copy of this for his benefit. The situation covered in the article is in exact parallel to the situation confronting this manufacturer and we are indebted to you for your good work in making it known to us.

THE JAMES FISHER COMPANY LIMITED.

E. R. Dibrell with Associated Dry Goods Corporation

Edwin R. Dibrell, who recently resigned as vice-president and director of the Celanese Corporation of America, New York, is now vice-president and merchandise manager of the Associated Dry Goods Corporation, New York. He formerly had been vice-president of R. H. Macy & Company.

Watertown "Times" Acquires "Standard"

The Brockway Company, publisher of the Watertown, N. Y., *Times*, has purchased the *Watertown Standard*. The *Standard* will be absorbed by the *Times* and discontinued as a separate newspaper. Harold B. Johnson is president and editor of the *Times* company. Other officers are: Stephanie L. Brockway, vice-president and Charles H. Congdon, secretary, treasurer and publisher.

Philadelphia "Inquirer" Shows Increased Profits

The Philadelphia *Inquirer* reports for the first half of 1929 a net profit, after all taxes and charges, of \$764,162, as compared with a net profit of \$439,444 in the first half of 1928. This gain was made in spite of a decline in operating income, the company reports, by savings in cost of operation and delivery, promotion and other expenses.

Cuban Exporters Must Label "Scrap" Cigars

The Cuban Government has decreed that all cigar manufacturers exporting cigars made from scraps must label them "Made with Scraps." This action has been taken to prevent such cigars being sold at prices equal to those of better grade cigars and thereby injuring legitimate cigar manufacturers.

Appointed Vice-President of Good Distributors, Inc.

William S. Drake, Jr., formerly advertising and sales manager of the M. Werk Company, Saint Bernard, Ohio, and recently connected with Barron G. Collier, Inc., in Ohio territory, has been appointed vice-president and general sales manager of Good Distributors, Inc., Philadelphia, distributor of Best Foods Products.

Appointed by Italian Investment Corporation

A. R. Volandri has been appointed advertising director of the Italian Investment Corporation, with headquarters at Oakland, Calif. He will supervise the promotion of a stock selling campaign which will use newspapers, business papers and direct mail.

J. F. Proctor with Russ Manufacturing Company

J. F. Proctor has succeeded W. A. Schulte as sales and advertising manager of the Russ Manufacturing Company, Cleveland, manufacturer of soda fountains. Mr. Proctor formerly was sales manager of the Mullins Manufacturing Corporation, Salem, Ohio.

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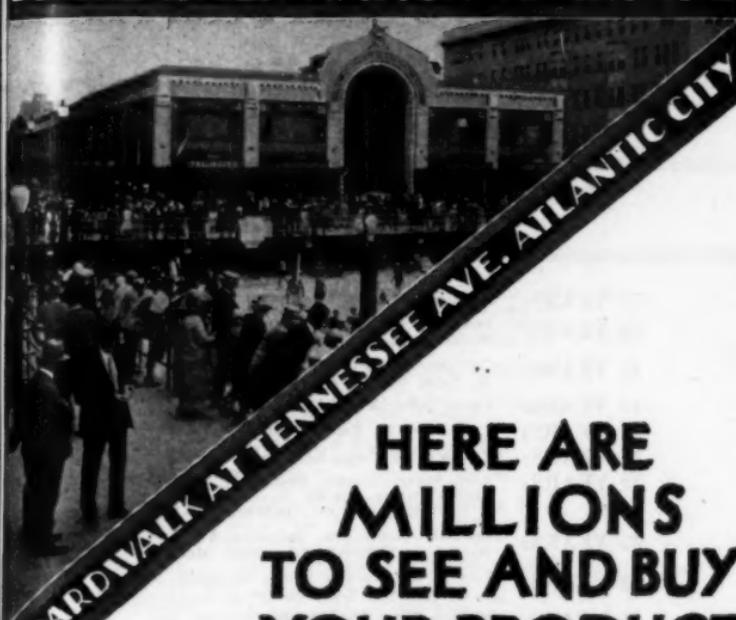
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BOARDWALK NATIONAL ARCADE



**HERE ARE
MILLIONS
TO SEE AND BUY
YOUR PRODUCT**

**REACH THEM
AT NOMINAL COST**

General Motors, Victor, Lucky Strike, DuPont, Kodak, Burroughs — these and many other national displays are now seen on Atlantic City's famous Boardwalk.

At less than the cost of a page in any national magazine you can display your product to the 12,000,000 visitors of this great year 'round resort.

A new and handsome structure — splendid display facilities — high-type environment — at a point where the most people pass, by actual count.

Representative on premises or write for folder to

ALBERT M. GREENFIELD & CO.

A COMPLETE REAL ESTATE INSTITUTION

WALNUT AND JUNIPER STS.

PHILADELPHIA

For substantial value this record

ACCOUNTS CARRIED OVER LONG

51 YEARS:	Philadelphia Lawn Mower Co., Philadelphia
46 YEARS:	Deming Company, Salem, Ohio Goulds Pumps, Inc., Seneca Falls, N. Y.
45 YEARS:	Continental Gin Co., Atlanta W. F. & John Barnes, Rockford, Ill.
44 YEARS:	James Leffel & Co., Springfield, Ohio
43 YEARS:	J. I. Case Co., Racine, Wis.
39 YEARS:	Pitt & Scott Corp., New York
38 YEARS:	Acme Shear Company, Bridgeport, Conn. Samson Cordage Works, Boston J. H. Williams & Co., Buffalo
35 YEARS:	Cardwell Machine Co., Richmond, Va. Silver Lake Company, Newtonville, Mass.
32 YEARS:	John B. Adi Machine Works, Baltimore C. S. Osborne & Co., Harrison, N. J.
31 YEARS:	Marmon Motor Car Co., Indianapolis, Ind. (Successors to Nordyke & Marmon Co.)
30 YEARS:	O'Sullivan Rubber Co., New York Troy Laundry Machinery Co., New York
29 YEARS:	J. A. Fay & Egan Co., Cincinnati Miller Rubber Co., Akron Robbins & Myers Co., Springfield, Ohio
28 YEARS:	Adam Cook's Sons, New York Electric Wheel Company, Quincy, Ill. National Musical String Co., New Brunswick, N. J.
27 YEARS:	Lane Mfg. Co., Montpelier, Vt. Regal Gasoline Engine Co., Coldwater, Mich.
25 YEARS:	Keystone Driller Co., Beaver Falls, Pa.
23 YEARS:	Crescent Tool Co., Jamestown, N. Y. Crown Ribbon & Carbon Mfg. Co., Rochester Enterprise Mfg. Co., Akron Miller's Falls Company, New York Neidich Process Co., Burlington, N. J.
22 YEARS:	Edwards Mfg. Co., Cincinnati Goodell-Pratt Company, Greenfield, Mass. National Stamping & Elec. Works, Chicago Scripps Motor Co., Detroit
21 YEARS:	American Saw Mill Machinery Co., New York American Thermos Bottle Co., New York Mercantile Warehouse Co., New York National Sewing Machine Co., Belvidere, Ill. Remington Machine Co., Wilmington, Del. Richards & Hirschfeld, New York Richardson Ball Bearing Skate Co., Chicago

108 others for from 5 to 1

AMERICAN EXPORT

World's Largest Export Journal

370 Seventh Ave.

New Y

value export advertising concreaks volumes

ED. AMERICAN EXPORTER LONRIES OF YEARS

20 YEARS: American Seeding Machine Co., Springfield, Ohio
Crane & MacMahon, Inc., New York
Crescent Machine Co., Leetonia, Ohio
Williams Pat. Crusher & Pulverizer Co., St. Louis

19 YEARS: Concas Cigarette Machine Co., Salem, Va.
Horrocks-Ibbotson Co., Utica, N. Y.
F. E. Myers & Bros., Ashland, Ohio
Nagel-Chase Mfg. Co., Chicago

18 YEARS: American Well Works, Aurora, Ill.
Mosaic Tile Co., New York
Shaw Mfg. Co., Galesburg, Kansas

17 YEARS: Brennan Motor Mfg. Co., Syracuse, N. Y.
H. C. Cook Co., Ansonia, Conn.
J. F. W. Dorman Co., Baltimore
Keisey Press, Meriden, Conn.
New England Butt Co., Providence, R. I.

16 YEARS: Armstrong Bros. Tool Co., Chicago
Bon Ami Company, New York
Flexible Steel Lacing Co., Chicago
Gibbs Mfg. Co., Canton, Ohio
Gray Marine Motor Corp., Detroit
Heycock & Co., Newark, N. J.
Kermath Mfg. Co., Detroit
Kinnear Mfg. Co., Columbus, Ohio
Palmer Brothers Engines, Inc., Cos Cob, Conn.
Riehle Bros., Philadelphia
Warwood Tool Co., Wheeling, W. Va.
Waterous Co., St. Paul, Minn.



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ORTE
Journal
New Y

The Vindicator

Leads in National Advertising by 211,157 Lines

Media Records January 1 to July 31

Report Also Shows Lead of 88,463 Lines
Local Display Advertising

IN Youngstown, Ohio, the leadership of the VINDICATOR is graphically emphasized by the comparison here given for the first six months of this year. National and Local advertisers have learned the wisdom of choosing the VINDICATOR for *results*. First in circulation—first in advertising. Only Sunday Edition in this rich steel-producing Mahoning Valley.

Media Records, Inc., Summary January 1—July 31, 1929

	VINDICATOR				OTHER PAPER
	Evening	Sunday	Roto	Totals	Evening
Local Display	3,652,320	570,513	80,802	4,222,833	3,552,726
National Display	1,111,559	135,065	32,949	1,246,624	884,817
Automotive Display...	383,105	328,065	3,272	711,170	556,448
Financial Display....	111,033	53,282	3,159	164,315	124,416
Total Display.....	5,258,017	1,086,925	120,182	6,344,942	5,118,407
Classified	746,418	195,654	...	942,072	777,531
Legal	129,226	290	...	129,516	51,018
Total Advertising...	6,133,661	1,282,869	120,182	7,416,530	5,946,956

The Vindicator

DAILY AND SUNDAY

Youngstown, Ohio

KELLY-SMITH COMPANY, Representative
New York Philadelphia Detroit Chicago Boston Atlanta

Multi-Products of Advertising

(Continued from page 6)

Executives usually think of advertising largely in terms of its effects outside the organization—selling the consumer—getting wider distribution. Few think that from their public may come free ideas that will develop sales amounting to millions. But this has often happened.

Few think that it will speed up collections. But it has done just that.

Few think that if changing styles or habits make their product obsolete, the name can be transferred to another product and an even more profitable business developed. This has occurred not once, but often.

Moreover, by their very growth and the fact that many people are gainfully employed, every successfully advertised business is providing a reservoir of potential sales for other industries. In the United States we are working out the most effective prosperity formula any nation ever originated, viz., prosperity by division.

There are certain broad humanitarian benefits from advertising which are also adding to the profit totals of business. Now the public is being taught to eat fruits, vegetables, sauerkraut, bran and to drink milk, cocoa and other nourishing liquids. Bathing and sun-suits are being popularized. Parke-Davis is doing an interesting humanitarian job in showing the wonders back of preventive medicine.

The Metropolitan Life Insurance Company is interested not just in *policy mortality* but in *human mortality*. Its advice on how to keep well is read by millions. At a time when the tobacco versus sweets controversy occupied the stage it handed down a logical opinion to the American public in a page advertisement captioned, "Stimulants—Sedatives or Food?"—a splendid human document that received both wide and favorable comment.

These outside benefits also fall into six classes:

1. Selling the jobber
2. Selling the dealer and chains
3. Selling the consumer
4. Free advertising from others
5. Protection vs. competition
6. Humanitarian

Multi-Products Outside the Organization

1. BENEFITS IN SELLING JOBBERS

ENABLES MANUFACTURER TO PICK JOBBERS WITH Biggest trade. Best credit. Best sales force.

e. g. For years unable to sell at seven important jobbing points, one manufacturer sold No. 1 jobber in all seven cities after advertising started.

ASSISTS IN SECURING THE NUMBER OF JOBBERS NECESSARY Not restricted to one, because a sales opportunity exists for many.

MAKES JOBBERS' SALESMEN FAMILIAR WITH ADVANTAGES AND USES OF PRODUCT

ELIMINATES NEED OF CONSIGNMENT AND FREE DEALS

LESS HAGGLING OVER TERMS BECAUSE OF UNIFORMITY OF QUALITY AND PRICE

OFFSETS PRICE INDUCEMENTS

Rapid turnover more than compensates for cheap prices on slow-moving goods.

SALESMEN WORK FASTER BECAUSE OF

Jobbers' familiarity with product and desire to handle profit-makers.

EASIER TO ESTABLISH SALES QUOTAS FOR JOBBING CENTERS

Jobbers pay promptly for fast-moving goods.

e. g. Ten years ago Pond's found it required an average of sixty days to collect. Average is now only twenty-five days.

OFTEN SIMPLIFIES LINE

When leader is advertised, the jobber's investment in stock is often lessened—confined to fast turnover goods. Particularly valuable in such lines as auto seat covers.

2. BENEFITS IN SELLING DEALER

AIDS WIDE DISTRIBUTION
(Accessibility).

SECURES DEALER CO-OPERATION: i.e.
use of
Dealer helps, enclosures, newspaper advertisements, window displays, counter displays, etc.
Makes clerks familiar with selling arguments.

CHAINS PREFER ADVERTISED LINES
Restrict themselves to one or two advertised brands of little-advertised commodities, i.e., bacon, toilet tissue, steel wool . . . but stock practically *all* extensively advertised brands of soaps, cleansers, tooth-paste, cigarettes, tobacco, etc.

FAST TURNOVER OFFSETS PRICE INDUCEMENT OF NON-ADVER-

TISERS
Insures fresh goods—less spoilage.

DEMAND CAUSES RETAILERS TO STOCK ONE OR TWO ADVERTISED BRANDS
And eliminate competitive products that do not sell so fast.

MAKES INTRODUCTION OF NEW PRODUCTS EASY

e. g. Mennen now sells talcum-shaving cream—skin balm.
Listerine and Listerine tooth-paste.
Pond's Extract and facial creams, etc.
Eveready batteries, flashlights, radios, etc.
Philco batteries, radios, etc.

3. BENEFITS IN SELLING CONSUMERS

WINS THEIR ACCEPTANCE
Often permits lower price

Volume sales reduce costs.
i. e. Present prices of cars compared with those of a few years ago.

PUBLIC SUGGESTS GOOD IDEAS
Outsiders suggested:

Two-text illustrated letter paper.
Cedar chests, replicas of old chests of many lands.
Bottled Coca-Cola.
Makers of Boston garters receive an average of two inventions a week. One was girdle to hold 'em stockings in this corsetless age.

NEW PRODUCTS

Inherit some of the good-will and confidence built up. If market becomes dormant or obsolete, entirely different

products cash in on reputation of old.

e. g. Studebaker cars in place of wagons.
Van Raalte hose and underwear for veils.
Pabst-ett cheese in place of beer.

PUBLIC RELATIONS IMPROVED
Harmful legislation less likely if public is familiar with company's accomplishments. Good-will particularly important to public utilities.

e. g. American Tel. & Tel. Co.

FRESH Goods

Fast selling products do not get stale or shopworn, and hence consumer is satisfied with purchase.

4. FREE ADVERTISING BY OTHERS

OTHERS ADVERTISE YOU
Announce that they use the advertised product or service.

Cannon towels advertise that the Ben Franklin and other fine hotels use their towels.
Refrigerating units advertised by apartment houses.
Automotive accessories by car manufacturers.

RETAILERS ADVERTISE LOCALLY AT THEIR EXPENSE
e. g. Simmons beds featured by furniture stores.

Toilet preparations by department stores.

JOBBERS OFTEN USE TRADE-MARKS IN PRICE LISTS AND GIVE DISPLAY SPACE IN THEIR CATALOGS

PUBLIC DISCUSSES IT
Witness the popular use of:
"Your best friends won't tell you."

"Often a bridesmaid—never a bride."

Respect of the average man for certain "class" products is a very real influence for sales.

A Gain of 39,995 Lines of Financial Advertising

In The Inquirer

**During the Month of July
1929, As Compared with
the Same Month
of 1928**

JULY, ordinarily an "off" month in Financial Advertising, led the volume for June by 13,580 lines! For the first seven months of 1929 lineage has steadily increased and the lead for this period over the same months of 1928 was 136,055 lines.

IN APRIL The Inquirer increased the size and scope of its Financial and Business pages. More features were secured—additional experts were added to its editorial staff—the Financial Section was printed as a detachable unit. The stock and bond tables of The Inquirer were lifted to a plane of accuracy and completeness unequaled by any other Philadelphia newspaper.

THAT the enlarged Financial and Business Section of The Inquirer has met with the sanction of financial and business houses is conclusively proven by its ever increasing volume of Financial Advertising.

The Philadelphia Inquirer

Pennsylvania's Greatest Newspaper

Branch Offices

NEW YORK	CHICAGO	DETROIT
9 East 40th Street	300 N. Michigan Ave.	408 Fine Arts Bldg.

5. PROTECTION VS. COMPETITION

COMPETITORS AFFECTED BY

Dwarfed prestige.

Loss of valuable sales outlets because jobbers, dealers and chains prefer advertised lines. Must cut prices to compete, or advertise and help in battle of industry vs. industry.

LARGER ASPECTS

Battle today is industry vs. industry for larger slice of consumer's dollar. Not just brick vs. concrete, but autos vs. electric refrigerators, travel vs. home furnishings, candy vs. cigarettes, movies vs. radio, etc.

6. MISCELLANEOUS HUMANITARIAN BENEFITS

ADVERTISING EDUCATES

i. e. Teaches hygiene, sane diet, cleanliness, thrift, preventive medicine and dentistry, etc.

e. g. Parke-Davis shows wonders of serums, etc.

Metropolitan tells of sound health practices.

Pro-phy-lac-tic distributed free from one offer 145,835 special tooth brushes to children.

Lavoris reminds you to see your dentist.

Borden's Creed teaches children health habits.

American Laundry Machinery Company and also washing machine advertising removed drudgery of wash day.

By selling radio and the movies, advertising banished the boredom of evening at home. Brings the world to Main Street—music—news of events—education.

Sold millions of cars that take all outdoors to city families and the city to the farmer.

PROSPERITY BY DIVISION

By keeping people in one industry gainfully employed, it pro-

vides a constant market for the products of all other industries. The auto mechanic buys radios; the radio mechanic buys autos.

MAKES GOOD PERIODICALS COST LITTLE

News of the world can be sold for a penny or two.

Magazines contributed to by best writers and artists sold for a fraction of their cost.

Business papers that provide a clearing-house of ideas made inexpensive.

CREATES LUCRATIVE JOBS

Artists, writers, actors, models, printers, engravers, photographers, economists, type founders, electrotypers, chemists, research workers, executives, clerks, etc., provided with profitable work. Allied industries such as paper, ink, etc., benefited by growth of advertising.

* * *

It requires an enormous amount of heat to develop some chemical reactions. So, too, in advertising. These multi-products are not for the spasmodic advertiser who uses space to say he is "advertising." They are not for the concern that spends a few thousand dollars

where hundreds of thousands are needed.

Brains and dollars mixed together generate the white heat needed for their development. How many of these multiple-products of advertising are adding to your profits?

F. E. Moskovics Heads Chilton Pen

F. E. Moskovics has been elected president of the Chilton Pen Company, Boston. This appointment is in addition to his duties as president of the Improved Products Corporation, New York. Mr. Moskovics formerly was president of the Stutz Motor Car Company of America, Indianapolis.

Johnson Motor Appoints Crowell, Crane, Williams

The Johnson Motor Company, Waukegan, Ill., manufacturer of Johnson outboard motors, has placed its advertising account with Crowell, Crane, Williams & Company, Inc., Chicago advertising agency. Magazines, newspapers, business publications and outdoor advertising will be used.

**"The Proof of the Pudding
Is in the Eating"**

—accept this in- vitation of ours

Send us one of your patterns—a "tough" one from which to make a mat—let us show you what we can do with it. The trial will not cost you a penny beyond the postage required in mailing the pattern to us. Or, if you prefer, just ask us for a sample mat by filling in and mailing coupon now.

CENTURY ELECTROTYPE COMPANY, Chicago

Without obligation send us sample matrix. We will compare it with other mats and decide for ourselves as to its printing reproduction qualification.

Name.....

Address.....

City..... State.....

Where
Performance
is Keyed to
Meet Your
Need

CENTURY
Electrotype Company

MATRICES • STEREOTYPES
ELECTROTYPE • LEAD MOLDS
NICKELTYPES

547 South Clark Street, Chicago, Illinois

An Advertisement ---with Marginal Notes

There is something these days excitingly pleasurable about publishing a magazine—particularly if it is a magazine, which, like PRINTERS' INK MONTHLY, is read by a group of business executives.

The good old static times are over. Business is moving so swiftly to an unknown destination that only the man who can watch wisely and prophesy sagely can hope to be there when the goal is reached. Therefore our job is to make the MONTHLY the kind of a publication which will be a helpful companion in his watching and his prophecy.

Even the job of managing salesmen is being revolutionized. The sales executive of today and tomorrow is getting a new touch in his relation with his salesmen.

He is preparing them for the developments to come and in doing so is showing them that theirs are not blind-alley jobs. It's the old stuff about the marshal's baton in every knapsack but today it goes far beyond the old platitudes.

+ + +

This is also a day of stock-wise people. The executive has found that he must study the market as he used to study consumer demand. Such a situation has its dangers as well as its rewards and the result has been that some business heads forget the consumer and remember only the ticker. Hardly a healthy situation when sales of stock mean more than sales of merchandise.

+ + +

The old barriers are being broken down. Today you find the head of the carpet company interested in what is going on in hardware, the piano manufacturer studying automobiles. This cannot help but bring about a new business efficiency and a tendency toward sounder thinking, which will draw all industries more closely together.

"Automobile Production and Pianos." Charles E. Byrne, Vice-President, Steger & Sons Piano Mfg. Company, Page 33, Sept. Monthly.

Style, too, is invading everything. There are styles in pots and pans as well as in hats and dresses. A few leading manufacturers have discovered that style is not the unpredictable factor which it used to be but can be watched and harnessed. This is sure to have its effect on net profits.

"How Stehli Puts Style into Harness." Paul Hyde Bonner, Vice-President, Stehli Silks Corporation, Page 34, Sept. Monthly.



The chain-independent situation is developing with leaps and bounds. We know where we are today but it is hard to prophesy where we shall be tomorrow. In the meantime everyone, from the leading manufacturer down to the smallest retailer, is wondering what is to be the future of the independent merchant.



The modern spirit has brought great changes in advertising copy. Not only are we talking a new language to the consumer, we are also finding a new language in which to talk to the dealer when we advertise in his own business papers. The copy slant of tomorrow is becoming more important than the copy slant of today. How can we best talk to the modern retailer who is a good business man?



Those are a few of the things we have to think about when we edit a publication for the modern business executive. We can't, you see, take the narrow view. To be sure, we've got to keep our feet in the past and our heart in the present—because it is past and present which make the precedents for tomorrow. But our head has to be in tomorrow, looking ahead, speculating, prophesying, searching for the destination of business.



It is a difficult but pleasant task—pleasant because so many of our readers every year express their votes of confidence in the best way they know how—by renewals. When we look over our subscription lists and see the type of men who give us their vote we realize that we are succeeding, at least partly, in our job.

Printers' Ink Monthly

A footnote (which deals, quite frankly, with our own business): The September MONTHLY happens to be the largest September issue in our history. Are we boasting when we point to the fact that this is a vote of confidence which shows that our advertisers appreciate as we do the value of reader interest?

Thomason to Publish Tabloid at Chicago

The *Daily Illustrated Times* will start publication at Chicago September 3 as an afternoon tabloid newspaper. S. E. Thomason, former publisher of the Chicago *Daily Journal*, is publisher. Raymond Hahne is business manager, Robert J. Finnegan, managing editor, and John F. Shanahan, circulation manager. They formerly held similar positions on the *Journal*.

Harry Cohen, at one time with the Chicago *Tribune* and, recently, in the mail-order business at Chicago, is advertising manager. B. T. McCanna, recently manager of publicity for the Chicago *Tribune*, is promotion counsel. The overall size of the newspaper is five columns by two hundred and twenty lines, and the type page size five columns by two hundred and fourteen lines.

Time-O-Stat Appoints Freeze-Vogel-Leopold

Freeze-Vogel-Leopold, Inc., Chicago advertising agency, has been appointed to direct the advertising account of the Time-O-Stat Controls Company, Elkhart, Ind., a consolidation of the Absolute Con-Tac-Tor Corporation, the Leachwood Company, the Time-O-Stat Corporation and the Cramblet Engineering Corporation, all of that city. The consolidation manufactures automatic controls, mercury switches and unit heaters. Plans call for business paper coverage, some newspaper advertising and a direct-mail program.

A. C. Smith, Space Buyer, Benton & Bowles

Arthur C. Smith, formerly with Williams & Cunningham, Inc., Chicago, and later with the Chicago *Herald* and *Examiner*, has joined Benton & Bowles, New York advertising agency, as space buyer.

Cecil, Warwick & Cecil Get Coffee Account

The G. Washington Coffee Refining Company, Morris Plains, N. J., has appointed Cecil, Warwick & Cecil, Inc., New York advertising agency, to direct its advertising account.

Glazo Appoints Pedlar & Ryan

The Glazo Company, Inc., New York, manufacturer of manicure specialties, has appointed Pedlar & Ryan, Inc., advertising agency of that city, to direct its advertising account.

Paint Account to N. W. Ayer

The General Paint Corporation, San Francisco, has appointed N. W. Ayer & Son, Inc., to direct its advertising account.

Arthur E. Hobbs Returns to J. Walter Thompson

Arthur E. Hobbs has resigned as national advertising manager of the Roanoke, Va., *Times* and *World-News* to join the executive staff of the J. Walter Thompson Company. He previously had been with the J. Walter Thompson agency for about one year, during which time he was engaged in survey work in Germany. At one time Mr. Hobbs was with the Charles W. Hoyt Company, Inc., of which he was vice-president.

For the present Mr. Hobbs will be located at the New York office. It is expected that, later on, he will travel to Australia for an extended business study.

National Union Radio Appoints Benton & Bowles

The National Union Radio Corporation, New York, which, as reported elsewhere in this issue, has been formed to include the companies manufacturing Marathon, Magnatron, Televocal and Sonatron radio tubes, has appointed Benton & Bowles, New York advertising agency, to direct its advertising account.

This appointment does not include the advertising of Sonatron radio tubes, which will continue to be directed by the Edward H. Weiss Company, Chicago advertising agency.

Alemite Account to Charles H. Touzalin Agency

The Alemite Manufacturing Corporation, Chicago, Alemite lubricating systems, has appointed the Charles H. Touzalin Advertising Agency, Inc., of that city, to direct its advertising account. This appointment becomes effective January 1, 1930.

Gulbransen Appoints Edward H. Weiss Agency

The Gulbransen Company, Chicago, manufacturer of Gulbransen pianos and radio equipment, has appointed the Edward H. Weiss Company, advertising agency of that city, to direct its advertising account. Newspaper and radio advertising will be used.

Reliance Manufacturing Appoints H. W. Kastor

The Reliance Manufacturing Company, Chicago, manufacturer of "Big Yank" work shirts, underwear and allied products, has appointed the H. W. Kastor & Sons Advertising Company, Inc., of that city, to direct its advertising account.

Bank Appoints J. Walter Thompson

The Northern Trust Company, Chicago, has appointed the J. Walter Thompson Company, Inc., to direct its advertising account.

Don't Let Buyers Frighten Your Salesmen

Salesmen Should Learn That the Buyer's Bark Is Usually Worse Than His Bite

By A. H. Deute

General Manager, The Billings & Spencer Company

FROM New York, the salesman called up his sales manager in a New England city: "Come on down here in a hurry. Maybe it is too late. We've lost out altogether with Jones & Company, because of a delivery date. They're darn sore!"

The sales manager couldn't get down the same day, but he took a night train to New York. The salesman met him at the station. The situation appeared very bad indeed.

The sales manager started asking questions. Had the salesman been over to see the buyer yesterday or the day before? No, he had not, because he felt that in the frame of mind in which that buyer was, the best thing to do would be to wait for the big man from the factory to go in person. The only hope now lay in impressing the buyer with the fact that the house would never let any such delay occur again.

"Well," asked the boss, "have you pointed out to that buyer that the changes he made in the specifications for his machine came long after the contract was signed. If anyone has any reason for criticism, we have, because of their last minute alterations when the work was already well along. But forgetting that, Jones & Company are business men. They know that when they require a special motor, we, in turn, are dependent upon another firm to build it, and that firm has to have a certain amount of time in which to do the work. I can't see where he has any complaint to make at all."

"But you don't know this buyer," the salesman retorted. "He's awful. He won't let you talk to him. All he does is wave his copy of the contract and say, 'Are you going to deliver as per

date on this contract—yes or no?'"

The sales manager shrugged his shoulders. There was nothing more to talk to the salesman about. An hour later, he sent his card in to the buyer. Half an hour later, the details were cleared away.

"If I scared your salesman off, I'm sorry," the buyer said. "All I wanted to get from him was just when this machine would be here. There was no need of your coming all the way down here. I knew that our alterations would require more time—at least, I thought they might. Still, how did I know? But I did want to know if the shipment would be made as per the original date or later. Our production department wants a delivery date. My job is to give them one."

So a sales manager had a two nights and one day trip simply because a salesman developed a sense of fright toward a buyer.

No Yes-Men Wanted

A buyer friend of mine in Bridgeport hit the nail on the head the other day when he said to me: "When I talk with a salesman, I want to know I am talking with the house. I don't want to feel he is a 'yes' man, who agrees with everything I may say. I don't want to feel he is making me promises because he wants to be nice. I'm doing business and I want him to feel he is doing business."

"Nine of ten so-called mix-ups between sellers and buyers may be traced to conditions over which the salesman or representative originally had control."

Right now, a manufacturer of roofing is bringing suit against a large contractor for an old unpaid bill. It has gone so far that there is now practically nothing

more to do unless the two groups of attorneys get together. The sales manager of that roofing company said to me: "It shouldn't have got to this point at all. As a matter of fact, I left the thing too much in the hands of our local salesman. The contractor's city is a long way from here. I had confidence in our representative. I told him we would leave the matter in his hands. He was to work out the details fairly to all.

"He wrote me that he had seen the contractor and everything was satisfactory. The bill would be paid in due time. We were glad to feel it was all settled. A month later, the bill not having been paid, we again wrote the contractor and our representative. Again the representative said, 'Leave it to me. This chap is a tough one, but I'll straighten him out!'

"One thing brought on another and finally it seemed best to turn the matter over to our attorneys as things were becoming complicated.

Blinded by a Commission

"Now, after a year, we find that all that representative did was make the contractor a few casual calls and 'kid him along.' The representative could think only of the commission involved, much of which he had already drawn. He at no time got down to business and dug into the roots of the situation. On the one hand, he was afraid of the buyer, afraid of getting into a controversy and fighting it out. On the other, he had a good part of his commission. He wanted the rest. He did not care about any adjustment which might cost him money. He preferred to let matters take their course. Of course, the representative has been relieved from duty, but the mess is still with us."

A Detroit buyer of metal stampings recently explained one of his most trying situations. In his business, prompt delivery is a vital factor. The source of supply which can make delivery under certain conditions has a selling talk as potent as price. In Detroit there is, or rather was, a represen-

tative of a maker of stampings who was getting sizable orders from this buyer.

At a particularly difficult moment, when the buyer was insisting upon a certain delivery date which the manufacturer could by no means undertake, the representative, upon his own responsibility, made the buyer a promise. There was only a week difference between the date the manufacturer had given its representative and the date the representative gave the buyer.

The buyer soothed his conscience by saying, later, that he was on the ground. He knew the circumstances. He felt he was protecting his house and he was sure that when the circumstances were explained to his management, they would see the importance of backing him up.

"It put me in a mighty bad hole," the buyer explained later. "Of course, I'd have given a lot to have had those stampings that week earlier. But if they had not been promised then, I'd have notified the production department and it would have planned accordingly. Nothing so disconcerts a production department as false promises. Of course, it is nice and pleasant for a salesman to make you any sort of promise he thinks will please you, but that doesn't get any of us any place. Personally, I'm making it a business to sidestep, whenever possible, those salesmen who I know make promises which they feel will please. I'd rather work with the straightforward salesman who will give me the facts and let it go at that."

"If a house can't make deliveries on a certain date, better for all concerned that we know it in time. Better for all concerned, too, that the business never gets into a house, than for the salesman to get an order under false pretenses."

"One of the salesmen from whom I like most to buy," said another buyer to me, "is a colorless, uninteresting chap who is an engineer by profession. He is a blue print and a micrometer on legs. He is mathematically precise and correct. He keeps appointments like a good clock keeps time. He

How much can an advertising agency give for what it gets?

EACH dollar you pay out for advertising brings in somewhere between ten and fifteen cents to your agency.

That may seem to be adequate remuneration.

Actually it is adequate only when it represents a total revenue that will cover the incomes unusual advertising ability commands.

The Roche agency, doing a very large volume of busi-

ness with a relatively small number of clients, has the money it takes to pay for exceptional talent.

Some of its accounts are small — but none is minor.

An agency principal, distinguished for numerous advertising successes, and functioning with no restrictions on his individualism, speaks with authority here in getting real service for each client.

Roche

ADVERTISING COMPANY

The Twenty-Sixth Floor of the Straus Building

CHICAGO

New York

Buffalo



Include These Services

- 1 Experienced Showmanship.**
- 2 Wealth of Exclusive Talent.**
- 3 Complete Musical Library.**
- 4 Program Staff of Musical Experts, Continuity Writers, Program Supervisors, Technical Experts and Announcers.**

[The purpose of our organization is to assist you agency men in utilizing the broadcast medium for your clients.]

JUDSON
RADIO PROGRAM
CORPORATION
 Steinway Building
 NEW YORK CITY
CHICAGO OFFICE
 Tribune Tower
 Chicago, Ill.

makes his statements with equal precision. Utterly without feeling, it seems, he announces that his house cannot do this or that and gives the reason. The reason may be most disparaging to his house. But it is the real reason.

"On the other hand, if he makes a statement, on the strength of which he is given an order, then I can forget the matter. If something goes wrong at this end, and I want to make a fuss, he is on the job, and the matter is thrashed out. But always most dispassionately, with coolness and logic. He is really a very poor salesman, but an admirable representative."

"Of course," one well-known purchasing agent said to me, "it is not always easy for the salesman to learn the philosophy of representing his house. He is mentally inclined to want to call on the buyer, be pleasantly received because he has bought fight tickets or is about to buy fight tickets (at his company's expense). After being received, he likes to lead the buyer into a momentary discussion of last Saturday's golf game and next Saturday's golf game. Then there is the matter of an order to be brought up. He likes to have an order for a half car load ready for him. Then he enjoys a good stiff battle over a full car, winning out completely or, at any rate, merely by giving the buyer extra dating on the second half of the car. Then, with the deal consummated, he likes to walk out of the buyer's office, arm in arm with the buyer, past the dismayed faces of fifteen other salesmen waiting for interviews, and go to lunch, after which he goes to the ball game, stopping only long enough to wire the order in to his house.

"There you have the salesman's heaven on earth. But there are many, many other things a representative must do. And some of the boys don't like to do these other things. They side step them when they can. That is one reason why some houses never seem to make any real headway in a substantial manner. Their representatives hesitate to get down into real representation."

The chief accountant of a large

We haven't lost an account in seven years. When you consider that most printing is bought on a price basis with the finished job wanted yesterday that's rather a record to be proud of.

The logo for Ogden Printing Co., Inc. features a large, stylized 'O' with a horizontal line through it, followed by the word 'GDEN' in a bold, blocky font. Below this, the text 'PRINTING CO., INC.' and '209 W. 38th St., New York' is printed in a smaller, bold font. To the right of the main logo, the word 'Typo' is written in a cursive script, and below it, the letters 'YPF' are displayed in a large, bold, blocky font. The background of the logo is a dark, textured surface with some faint, illegible markings.

IF YOU

want to Advertise in
the Newspaper
with the

**Largest
Circulation**

Widest Coverage

**Lowest
Milline Rate
in the entire
State of
Connecticut**

Advertise in the

**Bridgeport
Herald**

Published Weekly at
Bridgeport, Conn.

...

National Representatives

Powers & Stone, Inc.

369 Lexington Ave., New York City

First National Bank Bldg., Chicago, Ill.

brokerage firm met the manager of some 500 salesmen and out of the talk the sales manager developed a system.

"About every so often, I move my accountants around," the accountant said. "A lot of things develop in that way. In the first place, I have plenty of understudies on hand, in case of sickness or other emergencies. And if there is anything not perfectly healthy, these shifts bring it to light."

Out of that remark, the sales manager developed his plan. He had prepared a complete list of all users of his product in two territories, rather far apart. He did not state on these lists whether these people were all active buyers or not. When he had his two lists ready, he called in the two salesmen covering these territories. The men did not know each other. One man got in three days before the other. The other was on the train coming in from the Middle West.

"I'm having Blank look in on me in a few days. In the meantime, take this list. Start in at the top and work your way right through. Send me written reports on all of them. Are they regular customers or not? What share of their gross business do we get? What can we do to get more of it? And don't forget to take orders while you're on the trip. Tell them you're just taking Blank's territory for a few weeks. He'll get credit for the orders you send in."

With that salesman on his way, the sales manager welcomed Blank from the West and gave him a similar list from the first territory and the same instructions.

A month later, the sales manager had some interesting facts and figures. He brought both men in at the same time and pointed out to each that in this way he hoped he had developed ways for increasing business for all. Then they had a friendly, though now and then heated, three-day conference. Business in those two territories picked up quite nicely after that.

Very few inhuman, cold-blooded

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individuals make good as salesmen. But the fact that most salesmen are intensely human makes for their having their ups and downs with customers.

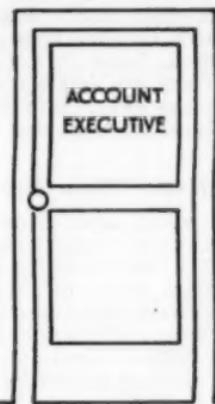
These difficulties are accentuated when the buyer happens to be of the opposite type, as many buyers are. All too often, the buyer or the purchasing agent looks upon himself as a chap who must do some brow-beating. He may be a perfectly delightful chap outside of business. But just as many bankers, even the thirty-dollar-a-week men who work in banks, feel that they must have a banking air and attitude, so there are many individuals who put on a mental or psychological garment, you might say, whenever they get in the office marked "Purchasing Agent."

I know one such chap who, years ago, had me uncomfortable for months. One day I was sitting in his office when the phone rang. He had a salesman on the other end of the line. It seemed as though he imagined himself with a fish line in his hand and a struggling fish, well hooked, on the other end. He was giving that salesman a real tussle. I could imagine that salesman suffering at the other end. The buyer was sending him into perdition, purgatory and sundry other places. This would undoubtedly be the last order. He was through. And so on. Finally: "Well, you'd better get that house of yours to do the right thing by us and do what I tell you, or you can tell them to save themselves traveling expenses. Don't come around yourself and tell them not to send anybody else!"

And then he turned on me and gave me a big wink, backed up with a grin. "Got to take the conceit out of some of these birds—keep them stepping if you want service!"

Sooner or later, salesmen come to realize that very, very often a buyer's professional bark is part of his stock in trade. The newer school of buyers is getting away from that style. Still, it is yet quite prevalent.

Recently, I heard two men discuss this point:



-Not Typical

The executives of the Manternach Company are not typical advertising agency men!

Most of us have come to the agency from different manufacturing fields. We are able to do business from the viewpoint of our clients, and to guide their merchandising destinies successfully, because we know their problems and their needs.

THE MANTERNACH COMPANY *Advertising*



55 ALLYN STREET
HARTFORD, CONNECTICUT

"My house is always getting me in bad with my customers. Every so often, the credit department hops onto a man for money, when it ought to know he's perfectly good. There are delays and there are mistakes and I wish I had a house back of me that was a house!"

All Houses Make Mistakes

"You might wish it until the well known cows come home," was the reply. "But keep this in mind—all houses makes mistakes. All shipping clerks make mistakes. If they were perfect, they wouldn't be shipping clerks. Credit managers have to hold the receivables in line and now and then that makes somebody peevish and he takes it out on the salesman. Remember that the house hires you to represent it and one part, and a big part, of your job is to keep things running smoothly between the customer and the house."

"There are two types of salesmen—one looks upon the house as his house and he is out to defend

it and protect it and build it up. The other looks upon the house as a building in which certain things are made and in which certain men work—the goods being made and the men being there to work for the salesman's benefit—he going about writing orders and getting commissions."

I once heard a salesman say: "All I ought to have to do is write orders—nothing more."

And another salesman replied: "You don't want a job—you want a position!"

Death of Mary B. Ennis

Miss Mary B. Ennis, director and secretary of B. F. Schlesinger & Sons, Inc., San Francisco, department store operators, died recently at Oakland, Calif. Miss Ennis was in charge of the advertising department of the Schlesinger chain of stores, which includes Olds, Wortman & King, Portland, Oreg., Rhodes Brothers, Tacoma, Wash., City of Paris Dry Goods Company, San Francisco, and B. F. Schlesinger & Sons, Oakland, Calif. She had been with the Schlesinger organization for the last twenty-five years. Miss Ennis was forty-four years old at the time of her death.

Choose Your Own LOCAL Hour for Your Broadcasts of Broadway' —a la your PIONEER "CHAIN"

No sacrificing compromises to FIXED Standard Time differentials, when you animate the country's ether through PIONEER! Your exclusive program of famous Broadway entertainers—your advertising story so outstanding as to be a feature—is broadcast through PIONEER at the exact local hour in each community most advantageous to you.

Leading artists of your own choosing are rehearsed by Ted Nelson at the artists' convenience. When the complete program is perfect, a Master Record is made. This the Advertiser hears first, and O.K.'s if satisfactory. Special 16" long-playing duplicates, exactly reproducing the perfect performances, are released on the air *any* day, *any* hour the Advertiser desires, from those Stations chosen by the Advertiser for his "chain."

All You Pay is LOCAL Station-Time Costs

Talent is paid for but once; *duplicate* discs cost little; Station-Time is reasonable. The PIONEER Plan offers Advertisers a *checkable* radio service never before available and nowhere else obtainable. Wire or phone for the FACTS—PROOFS—A DEMONSTRATION.



Usual
Advertising
Agency
Commission

1841 Broadway

T. M. NELSON, President
PIONEER BROADCAST SERVICE
Incorporated

Phone: Columbus 1981

New York City

for instance:
If the psychological moment for your Broadcast is 8 P. M.
—it's 8 P. M.
in NEW YORK
in CHICAGO
in DENVER
in LOS ANGELES
—in ANY PLACE
when your PIONEER program goes on the air!

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Why did the movers carry a barber chair with reverence through Chicago streets when Lord & Thomas and Logan moved their offices?

Was it really Louis K. Liggett himself who stood over by the soda fountain, hands over ears to shut out the noise of his clerk auctioneers at the birthday sale in one of his New York stores?

If the morticians have the largest potential market of any group of men, why did their advertising stop and how?



What shall advertising agents do with the money Mr. Bok awards them as prizes?

How did Robert W. Woodruff, thirty-nine-year-old president of Coca-Cola put one over on Walter White of White Motors?



Who really was the man who got mad at the Wrigley machines which wouldn't deliver P.K.'s?



What happened to the superintendent who refused to let Mr. Hearst enter his own office building?

These and other deep questions of almost national importance are answered by the breezy Contact Man in *Printers' Ink Monthly* for September.

WANTED:

High-Grade Advertising Salesman

Are you between 32 and 42 years old and trained and equipped to travel Germany and Northern Europe from Berlin to represent a technical journal of international circulation and prestige? If so prominent New York publisher will be glad to hear from you. Man wanted will be familiar with German and American business methods, German as well as English language, American advertising technique, preferably with some engineering experience, plus an ability to present splendid advertising proposition to industrial machinery and equipment builders able to sell in world-wide market. Permanent, high grade opportunity, liberal salary and sales bonus if you meet these specifications. Address full particulars to

**"J," Box 299
Printers' Ink**

Sampling Is More Successful if Backed by Advertising

PRINTING BUYERS PRODUCTION SERVICE

ST. LOUIS, MO.

Editor of PRINTERS' INK:

Have you any information available concerning sampling campaigns and their results? If you have, I would appreciate it greatly if you would forward copies of the articles covering the campaigns, or references indicating the dates of appearances, pages, etc. Perhaps you will also have some unpublished information on this form of advertising.

PRINTING BUYERS PRODUCTION

SERVICE,

M. R. WESTOVER.

SAMPLING is a tried and proved device in many fields. It came into being long before advertising reached anything like its present proportions or respectability. In the beginning, it was used only in connection with such merchandise as the less expensive household and toilet articles, candy and tobacco. Now, however, it has been extended to a vast number of commodities in the general field as well as the industrial and agricultural fields.

Sampling is frequently referred to as a form of advertising by itself though some of the most successful sampling campaigns are those in which sampling is linked up with the advertising.

Articles on every aspect of sampling have appeared from time to time in the PRINTERS' INK Publications. A list of those articles which have been published in recent years is available and will be sent to anybody asking for it.—[Ed. PRINTERS' INK.]

Death of J. G. Staats

John G. Staats, founder and publisher of *The Lumberman's Review*, New York, died recently at Greenwich, Conn. He was seventy-one years old. Mr. Staats founded *The Lumberman's Review* thirty-eight years ago.

Appoints Syracuse Agency

W. C. Lipe, Inc., Syracuse, N. Y., has appointed G. F. Barthe & Company, Syracuse advertising agency, as advertising counsel. Business papers and direct mail will be used.

**Columbus, Ga., "Enquirer-Sun"
Reorganized**

Following a reorganization of the Columbus, Ga., *Enquirer-Sun*, J. M. Stein, of the Brownsville, Tex., *Herald*, has been appointed publisher and president of the Columbus paper. Mr. and Mrs. Julian Harris will continue as editors. Mr. Harris has been elected vice-president of the *Enquirer-Sun* and F. E. LaCoste, secretary and treasurer.

M. B. Pendleton Joins "Wood Workers Journal"

M. B. Pendleton, formerly with the Furniture Publishing Corporation, Jamestown, N. Y., and, at one time, with the Rochester, N. Y., *Democrat and Chronicle*, has been appointed manager of the *Wood Workers Journal* and the *Hardwood Buyers Guide*, both published by the Lumber Buyers Publishing Company, Inc., Chicago.

A. C. Saxer to Direct Schick Razor Sales

A. C. Saxer, formerly district sales manager of the Consolidated Automatic Merchandising Corporation, New York, and previously field manager of Thomas J. Lipton, Inc., has been appointed general sales manager of The Magazine Repeating Razor Company, New York, manufacturer of Schick razors.

**Wurlitzer Company Advances
D. J. Nolan**

D. J. Nolan, formerly manager of the Cleveland stores of the Rudolph Wurlitzer Company, Cincinnati, has been appointed general sales manager of the piano division of the Wurlitzer Company, Cincinnati.

**K. B. George with New York
"Times"**

Kenneth B. George, formerly with the national advertising staff of the Brooklyn, N. Y., *Daily Eagle*, has joined the advertising staff of the New York *Times*. He will be in charge of advertising of the Brooklyn section.

**A. H. Story Joins
Hancock Payne**

Arthur H. Story, formerly automobile advertising manager of the Philadelphia *Record*, has joined the sales extension department of the Hancock Payne Advertising Organization, Philadelphia.

**E. C. Auld to Represent
"Industrial Digest"**

Ernest C. Auld, formerly advertising director of the St. Louis *Times*, has been appointed Western representative of the *Industrial Digest*, New York. Mr. Auld will be located at Chicago.

**The Atlanta Journal
Atlanta, Ga.**

Jacobs' Pharmacy placed a six-column main store ad in The Journal Aug. 22nd and on the 23rd apologized for not being able to serve all the buyers who thronged the store from the minute it opened.

Jacobs has a lot of salesmen and a whaling big main store.

Same old story of The Journal's heft.

**Advertising in The
Journal Sells the Goods**

**RETOUCHING
SPECIALISTS**

**BLACK
AND
WHITE
•
COLOR**

**ADDA AND
KUENSTLER
STUDIOS**

**70 E. 45 - NEW YORK
Murray Hill 9237**

Are you interested in a man of these qualifications?

If you need a man, for market research, to help build your sales, or for promotion advertising . . . you should be interested in this man.

His experience as branch manager for a large manufacturing concern . . . his work with our company for four years as advertising sales manager . . . qualify him as a dependable executive for an advertising agency, or a concern which welcomes the keen competition of today's business.

A recent merger in our organization has made this man available for some company which wants a man with his years of business training and experience. He is in his forties, consequently he will bring with him sound judgment, understanding, and new ideas. He will be interested in the opportunity of his new job more than salary.

He will offer references which only successful men can offer. Let this man talk to you, or write to you—then you will be convinced that his business qualifications are those which you demand.

Address
"Q", Box 154
Printers' Ink.

Death of Dr. Jeremiah W. Jenks

Dr. Jeremiah Whipple Jenks, research professor of government at New York University and president of the Alexander Hamilton Institute, died at that city on August 23. Although Dr. Jenks chose teaching as the major pursuit of his career, his knowledge of governmental sciences and economics caused him to be called upon often as an expert to serve on various Federal commissions and committees of organizations. In 1922 he was one of the four experts who, at the invitation of the Berlin Government, investigated economic conditions in Germany with the view of stabilizing the value of the mark. Dr. Jenks was also the author of several books on government, business and sociology. He had been president of the Alexander Hamilton Institute since 1925. At the time of his death, Dr. Jenks was seventy-two years old.

Radio Tube Manufacturers Consolidate

The National Union Radio Corporation, Inc., has been formed, bringing together the manufacturers of Sonatron, Marathon, Televocal and Magnatron radio tubes. The company will operate under reciprocal licensing contracts with the Radio Corporation of America. Joseph E. Davies, formerly head of the Federal Trade Commission, has been elected chairman of the board of the new corporation. Paul M. Mazur and Sylvester W. Muldowny, of Lehman Brothers, are among the directors of the company.

Date Set for Outdoor Advertising Convention

The thirty-ninth annual convention of the Outdoor Advertising Association of America, Inc., will be held at the Chelsea Hotel, Atlantic City, October 15 to 18. A conference of the secretaries of thirty-four State outdoor advertising associations is scheduled for October 14.

Previous to the outdoor convention, on October 14, the sixth annual convention of the National Poster Art Alliance will also be held at the Chelsea Hotel.

Drug, Inc., to Acquire Bristol-Myers

Drug, Inc., New York, will acquire the Bristol-Myers Company, New York, subject to approval of stockholders. It is planned to operate Bristol-Myers as a division of Drug, Inc., with the same management and personnel as in the past.

Through the acquisition of Bristol-Myers, Drug, Inc., will obtain control of such nationally advertised products as Ipana Tooth Paste, Sal Henatica, Gastrogen Tablets, Ingram's Shaving Cream and Ingram's Milkweed Cream.

Mr. Calkins Recounts His History as a "P. I." Contributor

FRANCONIA, N. H., AUG. 19, 1929.

Editor of PRINTERS' INK:

The first paid contribution I made to PRINTERS' INK was in 1891, or perhaps 1892. It was a description of the teaser campaign used by Washington Irving to stimulate interest in his newly published history of New York—a device sufficiently clever and modern to have been worthy of our more enterprising latter-day publishers.

John Irving Romer was then editor for a season before he became advertising manager of the Aeolian Company. But work of mine appeared much earlier than that, though I am unable to check it up without a complete file. In 1889, stimulated by an offer from Mr. Lowell of a free subscription to "P. I." in return for an editorial mention and definition of the Little Schoolmaster, I wrote a tribute and printed it in The Knox *Coup d'Etat*, the college monthly I was then editing, and thus obtained the paper regularly, which fact undoubtedly influenced my whole life and led to my taking up advertising work. This editorial was, I am pretty sure, reprinted in PRINTERS' INK.

I kept every copy of PRINTERS' INK for years and had a complete file when I left Peoria for the East in 1897 at the summons of Charles Austin Bates. This file I presented to John Boys, advertising manager of the old Peoria *Transcript*, a generosity I greatly re-

gretted later. Since then I have read every copy religiously, and from the organization of my own business have preserved a complete file.

I cannot compete with either Mr. Benjamin or Mr. Romer in antiquity, but I think both should be barred from participating in this contest as their connections were official.

I remember vividly reading some of Mr. Benjamin's articles. And it was due to some of my early advertising copy, sent to Charles Austin Bates for review in his department of criticisms in PRINTERS' INK, that I received that invitation to come down and join his shop.

So "P. I." has been inextricably interwoven with my career as an advertising man—if any.

Yours sincerely,
EARNEST ELMO CALKINS.

Goodrich Appointments

J. H. Connors, former president of the Republic Rubber Company, Youngstown, Ohio, has been appointed general manager of the mechanical division of the B. F. Goodrich Company, Akron, Ohio. He will be in charge of the manufacturing and sales of this department. T. C. Graham, first vice-president of the Goodrich Company, has taken over complete management of the manufacture and sales of tires for the company. T. B. Farrington has become head of the newly created factory service division.

PRIZES for Sales Contests
—PREMIUMS for Dealers,
Clerks, Consumers, Agents

Operated by an organization having a continuous record in this field of over 25 years

Complete Individualized Services

Individual catalogs to fit every need. Customers pay only for prizes and premiums actually ordered out and delivered, guaranteed against loss or damage. Details attended to in our establishment, without bother to clients. Shipments made under labels of customers. These facilities are now available to a few additional concerns of standing. State nature of business.

Let Others Tell You About Us

Booklet No. 6, "Expert Testimony," reproducing letters of endorsement from:

Lever Brothers Co.	The J. B. Williams Co.	Sheffield Milk Co.
Union Supply Co. (U. S. Steel Corp.)	World Star Knitting Co.	
McCormick & Co.	International Magazine Co. (Hearst Publications)	
and scores of other nationally known companies		

Information sent by mail upon request. No representative will call without an invitation. Attach coupon to your letter-head and mail.

THE PREMIUM SERVICE CO., Inc.

E. W. PORTER, President

9 West 18th Street, New York City

NAME

ADDRESS

BUSINESS

ATTENTION

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC.
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK
CITY. TELEPHONE: ASHLAND 6500. President
and Secretary, J. I. ROMER. Vice-President,
R. W. LAWRENCE. Treasurer, DAVID MARCUS.
Sales Manager, DOUGLAS TAYLOR.

Chicago Office: 231 South La Salle Street,
GOVE COMPTON, Manager.

Atlanta Office: 87 Walton Street,
GEO. M. KOHN, Manager.

St. Louis Office: 915 Olive Street,
A. D. MCKINNEY, Manager.

San Francisco Office: 564 Market Street,
M. C. MOGENSEN, Manager.

Issued Thursdays. Three dollars a year, \$1.50
for six months. Ten cents a copy. Foreign
postage, \$2.00 per year, Canadian, \$1.00.

Advertising rates: Page, \$135; half page, \$67.50;
quarter page, \$33.75; one-inch minimum, \$10.50;
Classified, 75 cents a line, minimum order \$3.75.

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ROBERT W. PALMER, Managing Editor
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NEW YORK, AUGUST 29, 1929

**Like a Thief
in the
Night**

business was going merrily on its way, with no worries other than the conventional ones that must come to every industry in these days of highly competitive selling. And then, one day, the Associated Press and other agencies broadcast the news that twelve dwellers in Chicago apartment buildings had been killed by gas which escaped from refrigerating equipment. The result was that all the makers of this kind of equipment immediately had to wage a defensive, rather than an offensive, fight. "Sales resistance" quickly became more than an academic theory, and the leading companies were not a little concerned.

Here is demonstrated, in a striking way, the need of constant

vigilance to the end that sales reputations may be guarded and kept above suspicion. A refrigerant used in only one make of machine killed the Chicago people. In almost all the other makes the refrigerating agent is sulphur dioxide, which is declared to be non-poisonous and incapable of causing even injury, much less loss of life. Even so, the unfortunate experience of the one company brought damage to all the others.

The Chicago Health Department and the Coroner of Cook County ordered that certain buildings be closed until the questionable gas could be removed from the storage drums. The majority of manufacturers may or may not be justified in their contention that this official move was needlessly spectacular. Anyway, full details were flashed everywhere and sales dwindled. The just were forced to suffer along with the unjust.

What was to be done? If emergency advertising were employed in an effort to undo the mischief would this be a confession of a weakness that did not exist? Would the flurry die out after a while, and would the people forget? Manufacturers debated these questions; they were frankly puzzled.

At the present writing there is talk of an educational advertising program designed to show that sulphur dioxide is an entirely safe refrigerant. If the point had been made clear in the first place, much of the present damage would have been escaped. Doubtless the companies would have carried on such a campaign before now if they had thought of it. The industry is new and lessons are being learned every day. It is difficult to think of everything in advance. And the present question is, how much advertising, how much patiently constructive effort will be required to put things back where they were?

The lesson of this rather dramatic episode will not be lost upon wide-awake manufacturers in all lines. If they are wise, they will subject their products and their selling methods to a merciless examination to ascertain whether there

is any hidden defect, any unknown or secret weakness, which may be revealed in a way that will jeopardize or wreck their standing—whether their advertising story is being told so completely that sturdy and lasting confidence in their goods may be established. Disaster, even though it may be undeserved, can come as a thief in the night.

**Dr. Klein
Is Right,
As Usual**

According to Dr. Julius Klein, Assistant Secretary of Commerce, the retailer's main competition comes from himself rather than from the chains. This thought, advanced by the Government economist in a recent address before the Interstate Merchants' Council, at Chicago, (a yearly "how to" meeting of Central Western dealers sponsored by the Chicago Association of Commerce) is a new and forceful way of expressing an old idea.

Dr. Klein was a bit too polite and considerate to tell the dealers bluntly that they were trying to make the chain a scapegoat on which their own sins of omission and commission could be carried into the wilderness; but it was plain to see that this was exactly what he had in mind and, as usual, he is right.

"Chain store growth," he said, in effect, "is not the influence that is making the so-called independent dealer's path thorny and rocky. In most cases, and this is proved by Government statistics and studies made by financiers and economists, the latter's troubles come primarily from his own incompetence. The next most serious detriment to his advancement is insufficient capital; many muddle along much in the fashion of the person who continually lives beyond his income."

It is our observation that these two classes of independents—and incompetence and lack of capital are responsible for fully 95 per cent of the country's retail store failures—are the most vociferous of all in proclaiming that chains are growing at a rate that makes it impossible for an individual dealer to have a place in the sun. Instead of admitting these funda-

mental shortcomings and trying to correct them or else get out of business, they loudly broadcast the alleged iniquities of the chains; they appeal to neighborhood or home-town pride, agitate for the passage of city ordinances and State laws to badger the chains, and do many other foolish things. They compete against themselves, seemingly overlooking, again to quote Dr. Klein, that "a properly operated, financially stable, independently owned store is competition that even the strongest chain cannot overcome."

A certain cynical gentleman of our acquaintance recently suggested to us that this would indeed be a wonderful life if every person could be responsible only for his own shortcomings and mistakes; but he feared that, even until the end of time, the strong would have to continue to bear the burdens of the weak. This may be so in many things, but it is absolutely not so in merchandising. Here is at least one place where a man can neither unload the responsibility for his own weakness nor be carried along to success on the activity and confidence of his competitor. Merchandising, while cold-bloodedly merciless, is the fairest paymaster in the world. Each manufacturer, distributor and retailer gets what is coming to him—no more and no less.

**New De-
velopments**

In

Distribution

Recently PRINTERS' INK explained how McKesson & Robbins, the gigantic wholesale drug house, had worked out a novel plan of distributive co-operation between the manufacturers from whom it buys and the retailers to whom it sells. A day or two after this news reached us, we heard about plans for the formation of a co-operating group of tire stores having annual sales of \$100,000,000.

These two items are merely several out of a number that are to be found in the news almost every morning. Overnight, it seems, new developments in distribution are being consummated that show promise of changing the entire picture

of distribution in the years to come.

Some manufacturers appear to be displaying unusual interest in factory-owned retail stores. This is particularly true of the automobile tire manufacturers. Very likely this is at least one of the reasons for the formation of the \$100,000,000 group of independent tire retailers. Another reason probably is the chain of retail tire and automobile accessory shops recently announced by one of the large mail-order houses.

Then a wholesaler, like McKesson & Robbins, works out a closer form of co-operation between his sources of supply and his retail outlets. Other wholesalers, especially those in the grocery field, are at work on similar plans. The voluntary chain, which sprang into prominence only during the last few years, is already a factor with which to reckon. In the textile industry a merger has been effected which will bring together in a single group every trade factor from mill to retailer in the form of a vertical distributive merger that will be unique in this country.

Two elements in the present-day commercial situation seem to be responsible for this upheaval in distribution. The first is chain-store growth; the second is the trend toward mergers among manufacturers, wholesalers and retailers. The increasing number of mergers is undoubtedly the more important element of the two right now. The situation has reached a point where one merger brings about a defensive merger by a second group whose future is endangered by the first. Momentum is being gathered; where the merger development will stop is anyone's guess.

This much is certain: Distribution has never gone through such momentous changes as it will during the next decade. That, in turn, means that advertising will be called upon to change its basic procedure to conform with the new distributive era. All of which, by way of finale, means that advertising and distribution in general are going to be the two liveliest topics of the immediate future.

When Is a Trend? We have been told these many years that one swallow does not make a summer. Business researchers know that a very considerable number of people must be queried before there is assurance that the dear public prefers its marmalade sweet or not so sweet—or for that matter, whether all it wants is a little butter on its bread.

It may be the heat has affected the minds of the men who are beginning to mutter about the absurd amount of clothing they are almost obliged to wear. And then again perhaps the heavy-shouldered male is really going to profit from the experience of his unfettered wife and daughter. Womankind had a farther road to travel before she arrived at comfortable, sensible dress; it is not to the credit of man that he has hardly started on the road.

Man's dress reform has not gone far enough yet to indicate a trend. But there are signs that should be closely watched. And it behooves the makers of men's wearing apparel to lead the procession—if and when the parade starts—rather than try to combat it. A real dress reform cannot be stopped, once it gets in motion.

"Advertising Specialties" to Begin Publication

Advertising Specialties, a new monthly business paper, will be published in New York, beginning with a issue of September 20, by the Adspec Publishing Corporation, a division of Hoffman Publications, Inc., New York. Larry S. Harris will be general manager of the new magazine, which will be devoted to the problems of the users of advertising specialties.

J. R. Manning with Guenther-BRADFORD Agency

J. R. Manning, formerly with the Sehl Advertising Agency, Chicago, has joined Guenther-BRADFORD & Company, Inc., advertising agency of that city, as merchandising counsellor.

Appoints Sieck Agency

The Angelus Paper Excelsior Products Company, Los Angeles, Calif., has appointed H. Charles Sieck, Advertising, Los Angeles, to direct its advertising account. Business papers will be used.

INVEST IN ADVERTISING

*On The Basis Of
PRE-DETERMINED
DELIVERY POWER*



THE right medium can be selected by weighing certain facts about all the media under consideration. The one that is read attentively by the greatest number of people who are good prospects for your product is, logically, the best medium.

Emerson B. Knight, Inc. analyzes the human factor existing behind the circulation of advertising media. The kind of readers, their purchasing power, buying habits, and reading preferences are some of the points covered in a Knight Market Study.

The space buyer supplied with Knight data on any market can quickly decide the right medium to use in that market. Too, he is able to determine what results he may expect from his advertising. This is investing on the basis of predetermined delivery power.

We will be glad to send you a list of cities for which Knight market facts are available.

**Knight Market Reports
are built on:**

PERSONAL
INTERVIEWING
Permanently employed
Field Investigators
trained in securing accurate
information

MACHINE
TABULATION

BONDED AUDITORS

CORRECT ANALYSIS

COMPLETE UNBIASED FACTS

EMERSON B. KNIGHT, Inc.
225 N. New Jersey St.
INDIANAPOLIS INDIANA

Truthful ~ Unbiased Market Research

Advertising Club News

New York Bureau Reports on "Blue-Sky" Work

Pressure brought to bear on "blue-sky" stock promoters keeps them busy concocting new ideas with which to disguise their wily offers to the public, according to H. J. Kenner, general manager of the Better Business Bureau of New York City. Their changes of tactics are discussed in detail in the Bureau's quarterly report, just completed.

These schemes are quickly detected and their originators hunted down, with the result that the promoters are forced to substitute other plans conducted under new companies and operated from new bases. The fact that they cannot get a foothold, Mr. Kenner explains, is principally due to the drive which is being made against fake brokers and stock swindlers by U. S. District Attorney General Charles H. Tuttle. The campaign is in charge of George J. Mintzer, chief of the Criminal Division of the Federal Prosecutor's office.

"In all of the cases named in the recent public accounts of the Government's 'activity,'" Mr. Kenner states, "the Bureau has not only provided protective facts to the inquiring public, but also has given definite information about the firms in question to the office of the Attorney-General of New York State for action under the broad civil powers of the Martin Fraud Act."

The report points out that fraudulent operators are taking advantage of new vogues of public interest in legitimate new industries such as aviation. For example there was the exploitation of popular interest in the shares of foreign Ford Motor corporations. The practice was to solicit deposits on orders for these stocks by dealers who had no connections with the Ford Motor Company and whose source of supply of shares were merely the open market. After such deposits were received, the dealers tried to switch their customers into other securities of obscure reputation.

During the quarter covered by the report, the Bureau, devoted much of its activities to exposing these operations, answering inquiries from individuals, financial institutions and publications. This distribution of the facts, Mr. Kenner states, saved many investors from probable losses.

* * *

To Continue as Members of the Advertising Commission

Kerwin H. Fulton, president of the General Outdoor Advertising Company, New York, Judge E. Allen Frost, of Chicago, and Tom Nokes, of the Johnstown Poster Advertising Company, Johnstown, Pa., have been appointed for the fifth consecutive year to represent the Outdoor Advertising Association of America, Inc., on the Advertising Commission of the Advertising Federation of America.

National Bureau Compiles Rules for Copy Censorship

Under thirteen classifications, suggested practices for the censorship of advertising copy by publishers have been compiled and issued in bulletin form by the National Better Business Bureau, Inc. These censorship regulations, it is explained, are based on the recommendations of publishers and are largely taken from standards which publishers submitted to the Bureau.

Three purposes are given as a guide for testing the qualities of copy. They concern an advertisement's benefit to the reader; its truthfulness, and its reliability. Types of copy found objectionable are listed under the headings of General, Medical, Financial, Agricultural, Schools, Employment, Real Estate and Merchandise. The use of appeals to superstition is condemned. Refusal is recommended for copy where subterfuge is taken in blind advertisements.

The bulletin also carefully defines the use of the word "free" and takes up other practices which are shrewdly planned to mislead the public.

Where legal controversies are made the subject of an advertisement, the bulletin states that copy is objectionable unless it concerns a decision of a court and give sufficient detail so that a reader may judge the full significance of the decision.

* * *

Seattle Advertising Club Resumes Meetings

The Advertising Club of Seattle resumed its meetings last week after a six weeks' recess. Lloyd Spencer, new president of the club, and other officers were inducted into office. Hugh Baird, retiring president, was presented with a life membership in the club. Fifteen new members were also added to the roster at this meeting.

Warren E. Kraft, of the Honig-Cooper Company, who was recently appointed chairman of the program committee, outlined his plans for the coming year. Other committee chairmen confirmed by the directors are: Speakers' bureau, Arthur Neitz, publishers' representative; university contacts, Roy Marshall; C. E. Stevens Company, and educational activities, Tom Jones Parry, Penmar & Parry, Inc.

Raymond P. Kelley, Syverson-Kelley Advertising Agency, Spokane, president of the Pacific Advertising Clubs Association, addressed the meeting and later was tendered a dinner by officers and directors of the club.

* * *

L. W. Lane Made Director of San Francisco Club

Lawrence W. Lane, publisher of *Sunset Magazine*, San Francisco, has been appointed a director of the San Francisco Advertising Club.

A. T. Golding Advanced by Servel Sales

A. T. Golding has been appointed advertising and sales promotion manager of the Servel Products Division, which includes all refrigeration equipment of the electrical compression type, both domestic and commercial, of Servel Sales, Inc. He joined the Servel organization in May, 1928, later being made sales promotion manager. Mr. Golding will continue to make his headquarters at Evansville, Ind.

Advertising of Electrolux will, as formerly, be directed by William H. Reynolds from the New York office. Sales promotion on Electrolux will continue to be directed from the factory at Evansville.

An Old Contributor but Still Young

STREET RAILWAYS ADVERTISING CO.
NEW YORK, AUG. 20, 1929.

Editor of PRINTERS' INK:

From 1902 to 1906 I was assistant to John Adams Thayer, Thomas Balmer, and Ralph Tilton, three successive advertising managers of the Butterick Trio.

If I remember correctly, it was during Mr. Balmer's regime—twenty-five years ago—when I first wrote something for PRINTERS' INK—and I am still a youngster!

F. R. BARNARD,
National Advertising Manager.

New Accounts for Wichita, Kans., Agency

The Derby Oil Company, Wichita, Kans., the Truman & Smith Construction Company, Eldorado, Kans., and the Murray Tool and Supply Company, Cleveland, Okla., have placed their advertising accounts with the Kolthoff Advertising Company, Wichita. Newspapers and direct mail will be used on the Derby Oil account and business papers and direct mail on the Truman & Smith and Murray Tool and Supply accounts.

Scripps-Howard Adds to Staff
John A. Bacon, formerly sales promotion manager of the Rochester Folding Box Company and at one time with the Kansas City Star, has joined the National Advertising Department of the Scripps-Howard Newspapers at New York.

Fred W. Giesel, at one time with the Curtis Publishing Company, has joined the National Advertising Department of the Scripps-Howard organization at Chicago.

Cap Sheaf Bread Account to Brockland & Moore

The Cap Sheaf Bread Company, St. Louis, maker of Cap Sheaf Bread and Bran Agar Cookies, has appointed Brockland & Moore, Inc., St. Louis, advertising agency, to direct its advertising.

Death of A. N. Stollwerck

A. N. Stollwerck, general manager of the Royal Cocoa Company, Camden, N. J., died on August 23 at Cape May, N. J. Through advertising and distribution the name of Stollwerck is widely known as a brand name for chocolate candy, largely sold through slot machines. Mr. Stollwerck was the son of Heinrich Stollwerck, head of the firm of Stollwerck Brothers, of Cologne, Germany. He took charge of the American factory branch of the Stollwerck Brothers at Stamford, Conn., in 1904 until his adoption of American business methods brought him into disfavor with the home plant. He later became chairman of the board of directors of the Brewster Chocolate Company of New Jersey. He was sixty years old.

Felix Orman with McClure Syndicate

Felix Orman, for many years engaged in advertising work, is now with the McClure Newspaper Syndicate, New York, as editor of "Circulation for Editors." He was at one time industrial editor of *The Outlook*, and for the last six years, has been engaged in advertising and editorial work abroad. Mr. Orman also had been with the Periodical Publishers Association, in charge of promotion.

Hood Rubber Merged with Goodrich

The B. F. Goodrich Company, Akron, Ohio, through a subsidiary company, has taken over all of the assets and obligations of the Hood Rubber Company, Watertown, Mass. Arrangements for the consolidation have been approved by the directors of both companies.

New Account for Buchen Agency

The All-Steel-Equip Company, Aurora, Ill., manufacturer of steel cabinets, lockers and electrical parts, has appointed The Buchen Company, Chicago advertising agency, to direct its advertising account. Business publications, sports and general magazines and direct mail will be used.

H. A. Rick Joins Lord & Thomas and Logan

Harry A. Rick, until recently vice-president in charge of the Chicago office of The George L. Dyer Company, Inc., advertising agency, has joined the Chicago office of Lord & Thomas and Logan, Inc.

Chilton Pen Account to Glen Buck

The Chilton Pen Company, Boston, has placed its advertising account with the Glen Buck Company, Inc., Chicago advertising agency.

The Little Schoolmaster's Classroom

Men who write advertising copy should be obliged, under some sort of compulsion, to take their first drafts of advertisements out where the people who are going to buy the product do their shopping and listen to the things these people talk about. Or stand within sight of them, read the advertisements over to themselves and then take another long look at those who are buying such articles at that moment.

Standing at the corner of Water and Third Streets in Newburgh, N. Y., waiting for a bus, the Schoolmaster overheard the comments of a few of the women passing the show windows near which he stood.

"This is a dandy store—Stern's. I like to look at their dresses. They seem to have so much style to them and they always have so many new things." "Hello, Madge; come on into Beck's with me while I get a pair of shoes." "All rightie, I'll go with you. I need a pair myself. I like Beck's because they have such nice assortments and take a lot of pains to give you a good fit." "Meet me at the 5-and-10 in about fifteen minutes—I want to get some dishes. Yeah—all my second dishes are from the 5-and-10. You'd be surprised how pretty they are and you don't need to worry when the children break one." "How much do you think I paid for this hat? You'd never guess—50 cents, at Schoonmaker's."

Dresses, shoes, dishes, women's hats—four out of a couple of dozen articles, including toilet goods, wearing apparel, household commodities, jewelry and food, which were mentioned in the Schoolmaster's hearing. Looking at these people out shopping, seeing them going in and coming out of stores, the Schoolmaster wondered what they really thought of many of the phrases that abound in current advertising—"Put on that delicious nonchalance that

makes youth so enticingly attractive"; "our shoes bring you a priceless companion of style in their complete comfort"; "daring in their smart simplicity" (shoes); "an enchantingly all-silk georgette back gives this incomparable fabric that super-draping quality so essential to," etc.; "these new hats in colors born of sunshine"; "a soft air of demure charm" (women's hats); "a glorious adventure . . . which made her discover the secret of a strange intriguing magnetism" (toilet preparations).

Had the advertisements containing these phrases been listened to with a sensitive ear in the presence of the women who buy in stores, it is the Schoolmaster's guess they would have been replaced with something more definite and intelligible.

* * *

As amazing as anything in this amazing and ever-changing world is the extent to which members of an organization can fail to keep themselves informed of everyday happenings within the organization of which they are a part. In the present epidemic of mergers, it becomes increasingly important to adopt an effective method of posting the members of merged companies about (1) what is going on within their own unit or division and (2) what is transpiring within the parent or holding organization. General Motors does this interestingly with a publication called "Facts About the General Motors Family" which is enclosed as a supplement in the house magazines of its subsidiary companies.

For example, the Schoolmaster has just been reading the August 12 issue of the "Buick News," consisting of eight pages of information about the entire Buick family of employees. Folded into this publication was the August number of "Facts"—four pages—with a potpourri of news items on General Motors activities in general. As for instance: A picture of the "Proving Ground" relief map,

ter's

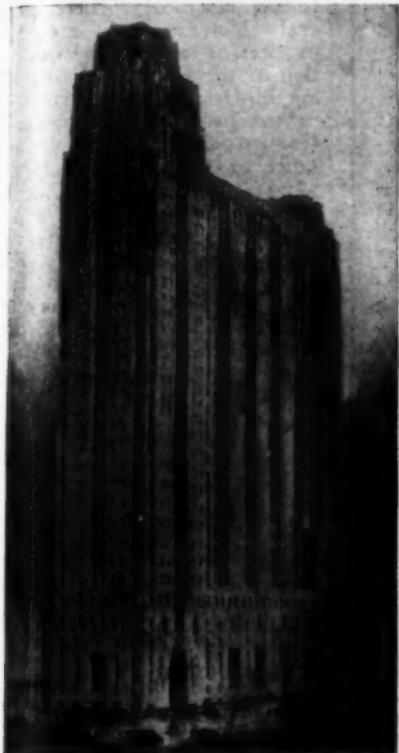
ly attracting you a style in ; "daring (shoes); georgette fabric quality so new hats"; "a soft (women's) texture . . . the secret magnetism"

containing listened to the presence in stores, guess they faced with and in-

g in this world members of to keep everyday organization

In the others, it becomes important to the post office and commercial going on division within organization. interest in called 1 Motors used as a magazines.

poolmaster August "news," con- infor- matic family into this first numbers—with on General general. e of the map,



The New Union Trust Bldg.

Detroit

Union Trust Co.

Owner

Smith, Hinchman & Grylls
Architects

The Owner takes an Active Part

THE owners are naturally the ones most interested in the successful operation of large buildings they construct. That's why they take an active part from the very inception of the idea. Eugene L. Deacon, vice-president of the Union Trust Company was most active in the supervision of construction of the Union Trust Building from start to finish. He also purchased the materials and equipment. These building owners, and their representatives, the building managers, are interested in products that will enable them to operate their buildings at a profit. Men like Mr. Deacon read **BUILDINGS AND BUILDING MANAGEMENT** for new ideas on how to more profitably construct and manage commercial buildings. If your product is used to construct, equip or maintain office and other commercial buildings, sell these men through **BUILDINGS AND BUILDING MANAGEMENT**.



PORTER-LANGTRY CO., Publishers

Member A. B. C. 138 NORTH CLARK ST., CHICAGO Member A. B. P.

Eastern Office: 100 West 42nd St., New York City

We want a few more high-grade salesmen

We advertise in *Printers' Ink* because the type of man who reads *Printers' Ink* can appreciate the points involved in selling a high type, nationally advertised tree service such as ours.

Previous experience in our line is not necessary. To the men who qualify we offer an immediately worth-while income and every assistance and co-operation to grow with us at the rate we are growing. We have background and service developed to a degree which appeals at once to the high grade clientele we serve. Write for details at once.

**The F. A. BARTLETT
TREE EXPERT Company**

STAMFORD, CONN.

His Boss Called Him— "One Man in a Thousand"

In 12 years of advertising he has served two employers (each for 6 years) who would gladly testify to his fine record.

In his last connection he was known as "Head of the Production Department" but that title was really inadequate because it hardly enveloped his many duties. He is the type of man whose experience, knowledge and tact seemed to be very useful in every situation.

If a client grew a little grumpy because he thought a bill was high . . . if a client wanted somebody over at his office in a hurry and the Account Executive was playing golf . . . if a client thought that the key advertisement in his campaign printed poorly . . . if a closing date was three days past due and the four color plates were not started . . . if someone was confronted with a real knotty problem on typography, engraving, electrotyping or printing . . . if at 4:45 P. M. an insertion had to be caught in tomorrow's paper . . . if anything happened that shouldn't have happened . . . this man was always thrown into the breach and usually solved the problem quietly, tactfully, efficiently and thoroughly as part of his day's work. He is an American, thirty years old and wants a man's size job. Box M. 152 *Printers' Ink*.

showing the 1,246-acre outdoor testing laboratory where all General Motors cars are tested; pictures of the Art and Color Section of the General Motors Building in Detroit where artists work on car proportion and color combination; an item about the importance of all General Motors' employees listening in on the radio Family Party programs; a picture of the millionth Frigidaire refrigerator being loaded into a Ford plane for transportation by air from the Frigidaire factory to the Atlantic City convention of the National Electric Light Association; the purchase of The Allis-Chalmers Company of Indianapolis, maker of airplane engines by General Motors; a reproduction of the August institutional advertisement published by General Motors in a list of national consumer periodicals; a brief article on the value to car dealers and car owners of preventive service in keeping their cars always in the prime of condition; a photograph of the advertising department of General Motors Japan, Ltd., with a Japanese artist at work, lying down; another picture of the G-M truck used by the Prince of Wales and the Duke of Gloucester on the African big game expedition; and (of special interest to the Schoolmaster) the reproduction of four booklets, entitled, "Principles and Policies Behind General Motors," "Forecasting and Planning Vital Industrial Prosperity," "Financial Control Policies of General Motors," and "Decentralized Operations and Responsibilities with Co-ordinated Control in General Motors," which are offered free to anyone who requests them because they "are useful and interesting to anyone in almost any kind of business."

Thus the humblest employee in office or plant may keep himself informed at a minimum of effort. Those who are valuable, avail themselves of the opportunity and make themselves more valuable and efficient. Those who do not, drift out and away.

* * *

From Honolulu comes a new method of advertising which adds a touch

Advertising Executive

A real opportunity for creation and accomplishment. This requires a man especially skilled in point of sale advertising, retail dealer helps and high grade commercial art work in both local displays and general advertising. Creative ability is most essential. He must have had an exceptionally broad and successful experience and have the vision and imagination to capitalize this experience into new achievements. The company is well established, growing rapidly and offers an almost unlimited future. The man we are looking for has personality as well as executive and technical ability. He does not usually answer advertisements. He does not have to; he has arrived. But he is willing to consider a genuine opportunity for further development in a stable field with a stable company. Replies confidential. Please give age, nationality, detailed experience and salary expected. Our major executives know of this advertisement.

Address, Box "T" 156, Printers' Ink.

WANTED—*A Manager of Sales Promotion—*

Our Sales Promotion Department operates in close cooperation with the Sales Organization on the one hand and the Advertising Agency on the other. Its head should be, in effect, a liaison officer, as well as the active director of his own departmental work.

The man we seek should have the following qualifications:

An accurate general knowledge of distribution channels and methods.

Enough knowledge of selling—through experience, observation or study—to permit a ready understanding of sales problems and obstacles.

Familiarity with the various functions of advertising in modern selling, especially the merchandising of advertising to the sales organization and the trade, and the point-of-sale support of national advertising.

Initiative in devising plans for improved sales promotion, and the ability and disposition to advocate such plans convincingly.

Ability to plan and direct investigations of markets and distribution and to apply the results.

We will expect such a man to earn at least \$4,000.00 from the start, and are willing to be shown that he is worth more than that. He will have a splendid opportunity for growth and advancement with the oldest and foremost company in its industry, located in a city of 50,000 in eastern Pennsylvania, about 2 hours from New York and Philadelphia.

In writing, please describe yourself and your history as fully as possible. A recent photograph will be helpful. All communications will be handled in the strictest confidence.

ADDRESS "O," BOX 153, CARE OF PRINTERS' INK

Available— Advertising Agency Partnership

Well-known, fully recognized New York advertising agency has partnership open owing to retirement of one of its principals. Handling important national accounts. Will be interested only in experienced Gentile agency man able to secure one or more active accounts. Splendid opportunity.

Address "C," Box 294
Printers' Ink

RADIO SALES DIRECTOR WANTED

A Man thoroughly experienced in organizing retail radio stores and directing retail sales. Write, giving detailed experience. Must be willing to make Cincinnati headquarters and travel.

Do not write unless you have had a successful record and can give first-class references as to your retail ability. All correspondence will be treated in strictest confidence. Address "G," Box 297, Printers' Ink.

of interest to the profession. For some time the beach at Waikiki has been covered with loose bits of coral which were washed up by the waves. To employ a gang of men to remove them would have been prohibitive. But one of the city fathers was a reader of Mark Twain and remembered how Tom Sawyer had turned a neat trick.

As a result a coral-picking contest was arranged for the school children and prizes offered for the most coral picked. The contest was advertised to the parents and school children with the result that over 1,800 contestants turned out and swept the beach clean in single day. * * *

It is the Schoolmaster's belief—and he has so expressed himself several times—that in the near future most gasoline filling stations will be carrying side lines.

There is nothing very astonishing about this prediction, since the roadside filling station has, for a number of years, served as an outlet for merchandise of varied sorts. However, this side-line selling by gas stations, while almost common in the West, has made no real progress in the East. Still there are signs that the East may awake and when it does the Schoolmaster feels it will rapidly make up for lost time.

For example, the Beacon Oil Company, a subsidiary of the Standard Oil Company of New Jersey, is now developing the idea of offering refreshments to the public, in addition to its regular line of motor fuels. It has entered into negotiations with the Hygrade Food Products Corporation to provide for the sale of hot dogs and soda at its filling stations. Before making the plan a regular policy, six stands will be operated as an experiment. Then, if successful, the idea will be applied throughout the entire chain.

And why shouldn't it prove successful? So long as the mechanical construction of automobile necessitates the consumption of fuel, and so long as Nature dictates that man shall be subject to hunger, motorists will have to stop

ession. For intervals to fill their tanks and at Waikiki their tummies. Anyone in a position to fulfil both these needs will end up better accordingly. And food and a gang of drink are merely two of many side lines that gas stations will stock.

The Schoolmaster is hoping that how Tom the folks up in Vermont will hear about this little lesson in the Classroom. Especially if some one puts it to them the idea again taxing advertising—more especially cigarette advertising. The rest of the class, too, may be interested in knowing of another example of a by-product that gains sales by indirect advertising.

Every time the American Tobacco Company spends another million dollars to put over a cigarette it is helping the Vermont men who grow maple trees for the syrup. The tobacco trade absorbs fully one-third of the entire maple sugar output of the nation and the demand for it to cure and flavor tobacco is growing constantly. The country now produces 25,000,000 pounds of maple sugar a year. The crop this year is expected to yield the farmers who grow it approximately 49 cents a gallon for sap. The cigarette industry takes almost 6,000,000 pounds a year. Since the advertising for cigarettes is increasing their production at the rate of more than 10 per cent a year, it is reasonable to suppose that the sale of maple sugar to the tobacco manufacturers will show a corresponding increase.

In the past, the farmers regarded maple sugar as a side line, to engage their attention during slack times in the farm year. Now, largely because of the cigarette advertising and the increased consumption, there are signs of renewed interest, an indication that more scientific methods and more reliable production will result.

Another interesting angle about this situation is that the farmers in Virginia, the Carolinas, Kentucky, Tennessee and Georgia are closely allied with those of rural New England, New York, Ohio and Pennsylvania because of cigarettes.

Another point which may interest

WANTED AN Account Executive WHO KNOWS Industrial Accounts

One of the fastest-growing Agencies in the State of Ohio has an exceptional opportunity for an Account Executive who has handled industrial accounts. If you have this experience and are willing to come into this agency at a moderate salary and gradually grow to become a principal, let us hear from you. In first letter, please list the accounts you have worked on, outline experience, send photo and state salary desired. We will guard your confidence and send you further details as soon as we hear from you.

Address "H," Box 298
Printers' Ink

DIRECT-MAIL PRINT SHOP FOR SALE

The business is successful and can be developed indefinitely. The owner, in four years, has grown entirely out of competitive printing and the shop is known for its advertising service, which has been given in association with C.A.B. Inc., this being one of the forty-two printers in the association. The business is for sale because we have induced the owner to join our New York organization.

This is a fine opportunity for a printer, printing salesman or service man, who is ambitious to get ahead in advertising work.

Location: prosperous Eastern city of 125,000. Plant small, but adequate—well balanced. Net profits now running to over \$6000. Price \$12,500—terms to responsible man.

Charles Austin Bates Inc.
67 W. 44th St., New York

Assistant to Advertising Manager Wanted

By a large, rapidly growing machine tool manufacturer located in Massachusetts. Technical education desirable, but not necessary. A general knowledge of machine shop equipment required. Must have ability to write good advertising copy, prepare catalogs, instruction booklets, etc. An unusual opportunity for a bright young man to become connected with a long-established, but very progressive manufacturer.

Give complete details of yourself, with qualifications, previous experience and salary required. Send recent photograph.

Address "V," Box 158, Printers' Ink

Reader Interest Founded on Merchandising Ideas

The American Lumberman is read by foremost lumber and building material dealers everywhere because of the practical sales-creating ideas and helpful merchandising information it contains. Have you seen a copy lately?

American Lumberman

Est. 1873 CHICAGO A.B.C.

YOUNG EXECUTIVE

at present President of a corporation, analytical chemist, production engineer; seventeen years' experience covers purchasing, manufacturing, selling and advertising, will consider substantial executive position with future. Address "U," Box 157, care of Printers' Ink.

the Class is that the maple sugar industry is the one line of friendly contact between the battling force of the cigarette manufacturers and the sugar producers. The candy people take about 3,000,000 pounds of maple syrup to put into candy. It is rather a remarkable fact that the manufacturers of Luck Strikes, whose advertisement urged the public to reach for Lucky instead of a sweet, is the largest single consumer of maple sugar among the tobacco manufacturers. Thus both the cigarette makers and the makers of candy hope that the maple sugar industry will prosper.

Instead of being opposed to advertising, it would seem good business for the farmers of Vermont and other States producing maple sugar to suggest that the candy manufacturers follow the cigarette makers' suit and increase the per capita consumption of candy also.

Territorial Protection at Cost of Lost Sales Is Folly

INTERNATIONAL MAGAZINE COMPANY
NEW YORK, AUG. 19, 1929.

Editor of PRINTERS' INK:

The article by Professor Laird Colgate University in your issue of August 15, entitled "Why Make Hard for the Customer to Buy?" emphasizes most aptly one of the marketing obstacles in the way of effective national advertising.

Professor Laird states that in buying three products—a piano, a typewriter and a refrigerator—he experienced difficulty in getting what he wanted because neither Syracuse nor Utica dealers were allowed to sell in Hamilton. As it happened the effort to provide territorial protection for dealers in Oneida and in Norwich proved futile, for the professor chose rather to purchase competitive products than to alter his customary tendency in travel and buying.

Many high-unit-cost products cannot economically secure a spread of distribution sufficient to place them within the immediate reach of consumers in thousands of small towns. Obviously the next best thing is to allot territory from the points where retail outlets are profitable, in accordance with the buying habits of people in the surrounding districts.

"GIBBONS knows CANADA"

J. J. GIBBONS Limited, Advertising Agents
Toronto Montreal Winnipeg Vancouver Hamilton London, Eng.
New York Office 2132 Granary Bldg. Thomas L. Bristo, Manager for United States

apple sugar. This is the basic principle of the Trading Center and Trading Area system of Market Analysis which the International Magazine Company has promoted.

We have long contended that buying habit pays no attention either to State or to county boundary lines and that such territories are defined by any other consideration than where people actually go to buy, business suffers the penalty of a least resistance sales policy.

If people are led by the greater importance of Syracuse and by transportation facilities to go there more frequently than they go to Oneida or to Norwich it is useless to establish protective territorial rulings in the interest of either Oneida or Norwich dealers,

simply because Hamilton is in the same county as Oneida or because it is nearer to Norwich. The result will be a high percentage of cases that the consumer prospect will do as Professor Laird did, and neither the Syracuse nor the smaller town dealer will get the sale which advertising has partially made.

Hamilton as well as Oneida are in the Trading Area of Syracuse. Norwich is in the Trading Area of Binghamton. Neither Norwich nor Oneida can compete with Syracuse for business from the area which Syracuse dominates.

Utica, though nearer and the center of a separate area, would not, as conditions are at present, tip the scales against Syracuse. But, be it Utica or Syracuse to which the Hamilton resident goes to buy, or be it Norwich or Oneida, territory protection carried to the point of a lost piano sale is ridiculous.

It is unfortunate that the more ready availability of county statistics and the efficacious promotion of the county system of sales control and accounting have led many manufacturers into marketing methods which tend to lessen the effectiveness of their advertising.

We do not say that the only accurate system by which consumer buying habit is measured in Trading Areas is that of the International Magazine Company. Many large city newspapers have contributed valuable information in defining actual trade boundaries by a study of consumer buying habits. The key city map of the American Telephone and Telegraph Company, determined by the record of telephone toll charges, is an excellent guide in national marketing.

Primarily we urge manufacturers and agencies to use all facilities in making their own determination of marketing conditions—and, in the interest of more effective advertising, to throw aside the obstacles which the county system imposes.

F. K. ANDERSON,
Director of Marketing.

WHO WANTS ME?

Advertising, sales promotion and mail order man desires a position of responsibility where hard work and constructive achievement will be rewarded. Ten years' experience in building plans, creating merchandising campaigns and writing refreshingly persuasive copy. Can qualify as Copy Chief, Director of Plans, Account Executive or Sales Promotion Manager. American; Christian; Age 36; salary open. Address "D," Box 295, Printers' Ink.

A Financially Sound, Small, Recognized Agency Will Merge

The purpose being to provide the owner with an organization capable of executing larger business. Most of the present business held on service fee basis. All prominent textile accounts.

Address

"E," Box 296, Printers' Ink

CUBA— A Sales Problem?

I would like to hear from Manufacturers or Advertising Agencies having a selling or merchandising problem in Cuba. Have a broad knowledge of market analysis, merchandising, advertising and personal selling. Will consider whole- or part-time proposition as manufacturer's representative, or, as market analyst or merchandiser for advertising agency or manufacturer. Am particularly qualified to undertake sales work pertaining to Automotive, Radio or Building fields. I am 37 years old and American-born. Speak Spanish. Immediate response requested. Address "R," Box 155, Printers' Ink, 231 South La Salle St., Chicago, Ill.

ADVERTISING AND SALES MANAGER

with the following experience:

Business Manager small daily. Advertising Manager for one of the foremost manufacturers of office equipment.

At present Advertising and Sales Manager for a large Eastern manufacturer.

Age 36; wishes position as Sales or Advertising Manager. Would be interested in a connection with a successful trade journal.

Address "N," Box 151, care of Printers' Ink.

Classified Advertisements

Rate, 75c a line for each insertion. Minimum order, \$3.75

First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

CAN HANDLE ACCURATELY—one or two more lines in 100 mile radius. Thorough equipment for market investigation and routine selling. Robert Manning, Box 515, Springfield, Mass.

Publisher or Promoter

To finance and market specialized book-keeping correspondence course. Box 443, Printers' Ink.

CIGARETTE AND CIGAR TRADE—If you want to reach this field I know the industry and individuals. Box 456, Printers' Ink.

ADVERTISER wishes to dispose of one Miller Press 11 x 16 and one Multicolor (so called M-24) 8 x 11. In splendid condition. Has been used very short time. Will sell reasonably. Box 442, Printers' Ink.

CIRCULATION BOOSTER
Wants to hear from publishers of amateur rags desiring to increase their circulation and space value. No cut-rate, cheap premium or insurance scheme. Box 437, Printers' Ink.

SILENT OR ACTIVE PARTNER TO INVEST \$15,000-\$25,000 in publication of high merit. Opportunity for proper person. Only those meaning business need apply.

COHEN & FRANK
67 West 44th St., New York City

Business Paper Opportunity: One of our clients with a business paper designed for an exclusive and profitable field requires capital not exceeding \$25,000 for formation of new corporation. Equitable arrangement for working associates or investors. Address "Advertising Agency," Box 432, Printers' Ink.

ADVERTISING EXECUTIVE: To the man who can prove his ability to successfully direct the advertising destinies of a leading Women's Specialty Shop, we offer an immediate permanent future. He must have a successful record as both copywriter and layout man, and also the vision and knowledge to sell the institution, in addition to its merchandise. Box 438, Printers' Ink.

HELP WANTED

Advertising Copywriter (Technical) with agency or industrial experience. Engineering training desirable. State age and salary.—Editor, P. O. Box 6913, No. Phila., Pa.

SIGN SALESMAN

Exclusive line for one who can get business on Electric Signs for window and interior display. Also Directional signs. Fairchild Mfg. Co., Kalamazoo, Mich.

COMMISSION SALESMEN, FULL OR PART TIME, to sell advertising for one National and 25 State publications. Monthly (large combined circulation). Box 444, Printers' Ink.

WANTED: GOOD DESIGNER AND LETTERER.
HOWARD-WESSON CO.
Artists and Engravers
WORCESTER, MASS.

CONTACT MAN AND ADVERTISING SALESMAN WANTED for growing agency with National accounts. Must be thoroughly experienced and be able to develop new accounts; also follow up leads. Box 447, Printers' Ink.

WANTED—Copy Writers, Advertising Managers, Solicitors, Layout and Production Men for New York and Mid-West. All replies confidential. Executive Service Corp. (Agency), 100 E. 42nd St., New York City; Ashland 6000.

SALESMAN for Philadelphia branch to represent largest manufacturer of advertising displays, silk screen process. Position offers high-class connection with unlimited opportunity for proper type man. State details fully. Box 445, P. I.

Wanted. **Textile Advertising Solicitor**. Technical textile publication wants high grade man, thoroughly acquainted with the industry, able to produce results, a representative for New Jersey, Pennsylvania, Delaware. Drawing account and commission basis. Box 431, Printers' Ink.

Printing Salesman; advertising contact man to sell high-grade advertising printing; must be good visualizer, able to create and plan. One who can write copy preferred. Unlimited field for man who likes selling for leading New York City plant with reputation for efficiency and quality. Box 448, Printers' Ink.

BUSINESS JOURNAL ADVERTISING REPRESENTATIVE DESIRED FOR CHICAGO TERRITORY

Well-known publisher, with enviable reputation for fair treatment of its representatives, has opening on new publication for man with sales record and confidence in his own ability to produce. Reasonable drawing account and liberal commission basis. Send full details of past experience and references in first letter. Box 441, P. I.

A. K. OSTRANDER
(Agency)
PLACEMENT SPECIALISTS

505 Fifth Avenue, New York City
COPY—CONTACT MAN—25-35 years, experienced textiles. \$6,000.

ADVERTISING MANAGER—30 years old, New England corporation. \$5,000.
COPY WRITER—General Southern agency. \$4,000.

WANTED—Experienced copy writer and layout man who can create and **SELL** Direct Mail campaigns; by progressive, well equipped printing concern located in central New York State. Box 453, P. I.

POSITIONS WANTED

FULL ADVERTISING—University graduate, 24, six years newspaper, magazine, publicity experience. Public speaker. Willing to try advertising. Minimum salary \$35. Box 400, Printers' Ink.

ADVERTISING MAN

Experienced writing copy, direct mail and selling. Originality, personality, sincerity. Salary secondary to opportunity. Box 457, Printers' Ink.

Experienced Artist, figures, decoration layout, capable of visualizing ideas. Roughs or finished. Knows type and photo-engraving processes. Wants responsible position. Box 440, Printers' Ink.

EXECUTIVE—Pre-eminently successful in copy, correspondence analysis and sales detail. Background of soundest general business experience. East preferred. Box 449, Printers' Ink.

Young Woman desires position in Advertising Department, New York firm; familiar with mechanical production; experienced in handling complete office routine; rapid stenographer. Box 455, P. I.

A Competent **PRODUCTION** Man with a faculty for *getting things done*. 6 years of practical experience desires contact with reputable agency. Salary secondary. Excellent references. Box 459, P. I.

PART-TIME POSITION

Desired by young woman copy writer, capable of writing original, interesting and appealing copy. Agency and department store experience. Box 429, P. I.

Copy Writer with agency, newspaper, editorial and college background, seeks position in growing New York agency. Box 452, P. I.

Publicity, news and magazine features writer earning \$5,000 a year covering Government departments at Washington wants full-time commercial connection publicity and sales promotion. Age 35; married. Box 434, Printers' Ink.

ADVERTISING REPRESENTATIVE of old and leading trade paper, who has increased billing in his (eastern) territory 90% in two years, wants to represent another monthly paper in side time. Want only high grade paper, that needs help. Write Box 433, Printers' Ink. Send copy of paper.

SALESMAN

CALIFORNIA OREGON
WASHINGTON

Lives in San Francisco, now in New York. Desires to represent a reputable concern. At present employed as sales manager. Can submit the highest credentials as to ability and character. Married Man. Box 460, Printers' Ink.

ADVERTISING MANAGER seeks opportunity on Mid-West daily. Proven producer, now employed. Ability and character highly endorsed by all employers. Age 33, family. Box 450, P. I.

Beauty and Fashion Writer, lately with theatrical publication, seeks position with publication or advertising agency. Advertising copy writing and editorial background. Edited woman's page, with shopping department. Christian. Box 461, P. I.

ADVERTISING SALESMAN

Nine years' successful experience in New York and adjacent territory with two trade publications. Full particulars submitted on request. Age 33. College graduate. Box 439, Printers' Ink.

Business Paper Editor of recognized ability whose energies exceed capacities of present organization wants executive position with growing company. Have had extensive experience in merchandising, industrial and building fields. Must be A.B.C. and A.B.P. Box 446, P. I.

Assistant Advertising Manager of large metropolitan department store seeks connection with New York organization or agency. Young man, 5 years' practical metropolitan advertising experience—copy—sales planning, layout, type. Box 984, 303 West 42nd Street, New York City.

EXPERIENCED COPY WRITER—34; Gentile, university graduate. Familiar house-organs, direct mail and sales correspondence. Enthusiasm and ability offered in exchange for fair starting salary and opportunity to develop with an agency or as assistant to man who requires a helper capable of real work. Box 451, Printers' Ink, Chicago Office.

ADVERTISING MAN

35, with keen sales sense. Ten years' experience with industrial concerns. Good copy writer, direct-mail sales experience. Practical merchandising ideas. Exceptional knowledge of all the technical features of complete campaigns, layouts and general production. Highest recommendations by past employers. Box 454, P. I.

A SACRIFICE for An OPPORTUNITY If you can use the services of a young man of the Hebrew faith, who, although only 20 years old has the ambition, courage and ideals of a man much older, who finds work a pleasure, who has proven literary ability, and will sacrifice anything except his ideals to get into the advertising profession, please communicate with Box 462, Printers' Ink.

A MAN WHO CAN

- Write advertising and publicity copy, selling literature, and merchandising articles;
- Edit unusual house-organs;
- Make rough layouts, supervise art, order engravings, work with printers;
- Analyze, visualize, organize, systematic;
- Create ideas, plan and produce. Will locate anywhere for real opportunity. Box 458, Printers' Ink.

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Carroll Dean Murphy, Inc.

31st Floor, Pure Oil Building
35 East Wacker Drive
CHICAGO

A general advertising agency of
that fortunate size which permits
owner-principals to give a
limited number of selected ac-
counts a personal and thoroughly
professional agency service.

Carroll D. Murphy, Pres. & Treas.

Myron T. Harshaw, V. Pres.

Frank R. Schwengel, V. Pres.

Member of ABC—NOAB—Chicago Association of Commerce

Recognized by ANPA—APA—PPA—ABP—AHMP

BEATING THE TOWN

In the city of Chicago alone, Tribune daily circulation during July, 1929, gained 24,000 over the same month of last year—more than the combined city circulation gains of all other Chicago daily newspapers

Total Average Circulation, July, 1929:

Daily, 854,893; Sunday, 1,107,469

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER
